

INSIDE DOPE

by GEORGE F. TAUBENECK

Death to Dreams of Riches
The Little Guy Is Handicapped
Americans Are Stubborn

Death to Dreams of Riches

It is no secret that more appliance stores have been established since V-J Day than any other type of retailing group. This fact is sufficiently documented by statistics gathered by the U. S. Department of Commerce. What's more, the appliance and radio merchandising industry has led all other types of retailers in the number of discontinued businesses.

In other words, while new appliance and radio dealers barged in at the rate of 542 per 1,000 dealers already in the field during the first half of 1946, less sanguine entrepreneurs began getting out of the business later at the rate of 77 per 1,000 dealers.

That statistic, as the Commerce Department will readily admit, is nothing to get alarmed about. Pre-war turnover of business enterprises in general was about 15% per year. However, the evaluation of this trend does make an editor wonder what will happen to some dealer newcomers (and, for that matter, a few old timers) when competition really sets in again. What are their chances of survival?

For any approximation of an answer to this question, we can only look at what happened to the appliance business during a similar period of business history.

Both government figures and statistics compiled by private and educational institutions, indicate that the nation's business population undergoes a 15% turnover every year. If such a turnover were spread evenly throughout all business firms, salesmen would have to deal with a new set of business houses every six years—or about as often as we get a chance to change Senators.

But, like Senators, some small businesses and dealerships manage to survive normal vicissitudes—or, so to speak, get re-elected. If these entrepreneurs have the knack of satisfying their customers, they are "re-elected" not only once, but many times.

Unlike Senators, however, most business enterprises seldom are assured a six-year-lease on life as soon as they open their doors. They can go under any time. If their customers disapprove their business methods, or find their ugly faces repugnant, these Small Business Enterprises will go broke.

Some years ago an examination of Poughkeepsie, N. Y. small businesses was published in which a comparison of the length-of-life of that town's business enterprises was made from contemporary records. The following results were obtained in one sampling:

Years of Life	Percent		
	Mfg.	Whlsg.	Retailing
1 or less	24.0%	22.4%	32.5%
2 or less	37.1%	32.2%	45.8%
3 or less	49.8%	43.7%	55.0%
10 or less	78.6%	74.9%	80.7%

From that table, it can be deduced that less than half of the specialty appliance dealerships of this nation could keep their doors open three years after they started. (Approximately half of the manufacturers were still going after three years, and slightly more than half of the wholesalers still were doing business at the old stand during that period in history, however).

The Little Guy Is Handicapped

Most business enterprises start out in a small way—with an owner and a partner, and one or two employees. Enterprises of this size catch the full blast of economic ill winds. So it is that we find among this group all but a very few of the total bankruptcies. Take these Department of Commerce statistics for the years 1946 to 1943, for example:

(Concluded on Page 13, Column 1)

TECHNOLOGY DEPT.

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Possibility of No Excise Tax Reduction Seen

WASHINGTON, D. C.—A strong possibility exists that there will be no excise tax cuts during this session of Congress.

The tax bill is still in the House Ways and Means committee where many tax cuts have been tentatively approved but where means of raising compensating revenue have not.

Some Republican members of the committee have charged the Democrats with stalling on the tax bill. Republican Rep. Daniel A. Reed of New York has proposed that a separate excise tax relief bill be voted with the means of raising compensating revenue to be provided in a separate bill.

The Democrats have already resisted such a measure twice, Reed said, and would probably do so again. The Democrats point out that President Truman has said that he would veto any tax cut measure that did not provide for additional revenue to replace that which would be lost.

Reed asserted, "if we in Ways and Means give excise relief the right of way in a separate measure, the House would speedily approve and I am certain that the Senate finance committee would go along. So would

(Concluded on Page 4, Column 5)

Freezer Sales Hit New High In March

NEW YORK CITY—More home and farm freezers were sold during March by manufacturers reporting to the National Electrical Manufacturers Association than in any month since the association has been collecting this data, a report by the association indicated recently.

Twenty-seven companies reported that they had sold 51,970 units during March. Previous high figure was 49,538 units sold by 35 companies in July, 1948.

Sales for the first quarter of the year were likewise higher than for any other postwar first quarter. They totaled 123,111 units, 57% more than in the same period last year and 7% more than in the 1948 period. More freezers were sold in the first three months this year than in the first five months last year.

March volume was 88% above March of last year and 25% higher than for February. It was 13% higher than for March, 1948.

All of this year's increase, and more, can be attributed to domestic sales. Foreign sales for March are 50% below last year and for the

(Concluded on Page 41, Column 3)

Chicago Marts Preparing For June 19-29 Market

CHICAGO—Preparations are under way at the American Furniture Mart and the Merchandise Mart for the first summer home furnishings market to be held on the new dates.

Scheduled for June 19-29, the market will be staged a full fortnight earlier than the summer showings of recent years. This is being done to avoid conflict with the July 4 holiday.

Reports from manufacturers indicate that few new products will be introduced during the event. Most of them apparently intend to concentrate their efforts on stimulating sales of current lines through emphasizing merchandising aids.

Read This Issue for Tips on Selling Frozen Food Merchandising Equipment

For the first time, AIR CONDITIONING & REFRIGERATION NEWS is offering its readers a special issue devoted to FROZEN FOOD MERCHANDISING EQUIPMENT. Basic idea of the issue is to give distributors and dealers of this type equipment the latest information on how it can be sold and where and how it is being used.

Keynote of the presentation is the timely question "Who is going to handle the sales and service on these cabinets—refrigeration equipment dealers or frozen food distributors?" Five pages, beginning on page 14, are devoted to discussion of the various aspects of this question by the people most concerned—the dealers and distributors themselves.

Major features (not a complete listing by any means!) that will hold considerable interest to dealers in frozen food merchandising equipment are:

76% of Small Grocers Sell Packaged Ice Cream But Only 18% Have Self-Serve Equipment	7
Supermarket Men Foresee Each Type Frozen Merchandise Displayed In Separate Cabinet	10
Store Places Low-Temperature Cabinets at Each Checkout Stand	21
Store Owners Hear How Display Cases Boost Frozen Food Sales	24
Packer's Plan To Sell Frozen Meat Cuts Through Retail Stores May Create Big Market for Low-Temp Cases	34
Stressing Profits from Frozen Dinners Sells Cabinets to Bar Owners	38

Clary Named Norge Vice Pres. of Sales

DETROIT—Howard L. (Red) Clary, formerly general sales manager, has been appointed vice president in charge of sales for the Norge Co., according to G. P. F. Smith, president of the company.

Other Norge promotions and new assignments announced at the same time include two new product managers, two regional managers, and a district representative.

John M. Tenney, with Norge since 1929 and western regional manager for the past five years has been named Norge refrigeration sales manager, a position he held just preceding the war.

R. H. Pizor, who for the past three years has been eastern regional sales manager, is named western regional sales manager, with headquarters in San Francisco.

Dean Spencer, who has been Norge refrigeration sales manager since April, 1949, has been appointed Norge New England regional sales manager with headquarters in Boston.

Richard C. Laramy, with Norge since 1945, has been appointed sales

(Concluded on Page 4, Column 1)

Frank Pierce Hurt In Airplane Crash

CHARLOTTE, N. C.—Frank R. Pierce, former vice president in two major appliance manufacturing firms, suffered a fractured skull in an airplane crash near here last week.

At latest report before press this, he was "given a fighting chance" to pull through. Doctors at Charlotte Memorial hospital said that he was in a state of extreme shock with fluctuating blood pressure and that they may operate.

Pierce was at one time a vice president of Nash-Kelvinator Corp. in charge of Kelvinator sales, and had been sales manager of the Frigidaire Div., General Motors Corp.

He now is president of Dearborn Motors, a Ford Motor Co. subsidiary.

Monitor Equipment Corp. May Introduce New Washer

NEW YORK CITY—Monitor Equipment Corp., which has just about completed a reorganization program, is said to be planning to introduce a new type of washer soon.

Failure of Request To Change Calif. Code Is Forecast

SAN FRANCISCO—Dismissal of a petition of the California State Master Plumbers Association to have the State Contractors License Board amend the definition of a plumbing contractor was predicted by the Refrigeration Contractors Association of Northern California.

The forecast was made through the latter association's executive vice president, Z. E. Jones, after vigorous opposition to the proposal was registered by the refrigeration contractors and several other groups at a subcommittee meeting of the board on May 22 in San Francisco.

The petition will come up for final action of the entire board at its next meeting in San Diego July 28.

The proposed amendment would change the classification of a plumbing contractor to include the phrase (in italics). "... by providing a permanent means for supply of safe, pure and wholesome water, to any and all fixtures or appliances which require any solid connection to the water system, either with fresh water in, or waste water out. . . ."

Opposition to the proposal has been spearheaded by the refrigeration contractor association, which filed its written objections with the board on April 4.

Groups which protested the petition at the subcommittee meeting, in addition to the association, included the heating, piping, and air conditioning contractors, electrical

(Concluded on Back Page, Column 2)

Program Set for ASRE Spring Meeting in K.C.

KANSAS CITY, Mo.—Final arrangements are being readied for the 37th spring meeting of the American Society of Refrigerating Engineers to be held at the Muehlebach hotel here June 4 to 7 during Kansas City's centennial celebration.

Two technical sessions at which six papers on various phases of engineering will be presented have been scheduled, but much interest has been aroused by the two special conferences on the program—one covering household refrigerator insulation problems, the other devoted

(Concluded on Back Page, Column 1)

Fixture-Leasing Law Mapped by Midwest Groups

Contractors In Minneapolis, Duluth Plan Legal Action To Stop Unfair Practices

MINNEAPOLIS—In an effort to prevent dairies, ice cream companies, frozen food distributors and the like from leasing or selling refrigerated fixtures at greatly reduced prices, commercial refrigerator sales and contracting groups in Minneapolis and Duluth are preparing to have such legislation ready for introduction when the Minnesota state legislature assembles in 1951.

Working along more or less parallel lines are the Twin Cities Refrigerator Sales Association, comprised of some 15 commercial refrigerator distributors, and the contractors association in Duluth.

Such movements designed to get the dairies and similar operators out of the refrigeration business, as it were, would seem to be gathering some momentum. Earlier this month the Refrigeration and Air Condition-

FTC Investigating Practices

WASHINGTON, D. C.—The Federal Trade Commission has admitted that it is making "preliminary investigations" on alleged unfair competitive practices of ice cream manufacturers and bottlers of beverages in selling or giving away refrigerated fixtures.

The investigation is being made, the FTC states, to determine whether or not there is a violation of the laws administered by the commission. However, the Federal agency states that it is against policy to release any report on such preliminary investigations.

ing Association of Cincinnati sent letters by registered mail to all dairies, etc., asking for their cooperation in curbing these practices, implying that they were in violation of Fair Trade laws.

The Twin Cities group has retained an attorney to help map out their program, reports George Herman, Jr., of Allied Store Equipment Co., who is secretary-treasurer of the local association. John Bergstedt of Bergstedt Sales Co., St. Paul, is president.

Preliminary move was a survey of existing statutes to determine if

(Concluded on Back Page, Column 4)

Distribution System Announced by Whiting

BALTIMORE—Whiting Appliance Co., a division of Baltimore Porcelain Steel Corp. here, is announcing a distributor-merchant plan on the entire Whiting line of home appliances which it is now manufacturing.

It was announced recently that the Baltimore firm had purchased the freezer division of Whiting Corp., Harvey, Ill., including dies and fixtures, and had moved the equipment to Baltimore.

Whiting Appliance Co. has added a line of refrigerators, washing machines, gas conversion burners, room air conditioners, and radio-phonograph combinations, and a television line will be added later.

"The Whiting line will be sold through distributor-merchants operating direct from the factories and many of them will form Whiting Ap-

(Concluded on Back Page, Column 2)

5 Executives Appointed To New Posts by Philco

PHILADELPHIA—Appointment of Walter H. Eichelberger to the new position of vice president in charge of merchandising for the refrigeration division and James M. Skinner, Jr., as general sales manager of the refrigeration division has been announced by Philco Corp.

The appointments were two of five made by Philco under an expansion

(Concluded on Page 41, Column 1)

Perlick Brass Co. Issues New Price List on Beer And Brewery Equipment

MILWAUKEE—New prices, covering all beer dispensing equipment and brewery fittings manufactured by the Perlick Brass Co. which is located here, were released recently.

Substantial price reductions were reflected in the firm's complete line of bottle coolers, while a number of other items which were listed also showed savings.

In commenting on the lower prices, Walter Perlick, sales manager of the Perlick firm stated, "while material and labor costs remain uniform, the increased demand for many of our products, particularly bottle coolers, has enabled us to realize mass production savings, which we are passing along in the form of reduced prices."

Copies of the new price list are available upon request to the manufacturer.

Vote on Roberts & Mander Property Sale Scheduled

HATBORO, Pa.—A proposed plan to sell Roberts & Mander Corp.'s real estate at private sale and all machinery and equipment at public auction will be voted upon by stockholders of the range manufacturing concern at a meeting to be held on May 29.

The company discontinued manufacturing operations at its plant here late in March after the management failed to obtain satisfactory offers for acquisition of the firm as a going concern.

Siau Named Service Manager For 3 Milam Appliance Stores

WINNFIELD, La.—Bennie Siau has been named manager of the service department of Milam's Home Furniture Store, Milam's Department Store, and M & S Furniture Store. The stores feature refrigerators and major appliances in addition to traffic appliances.

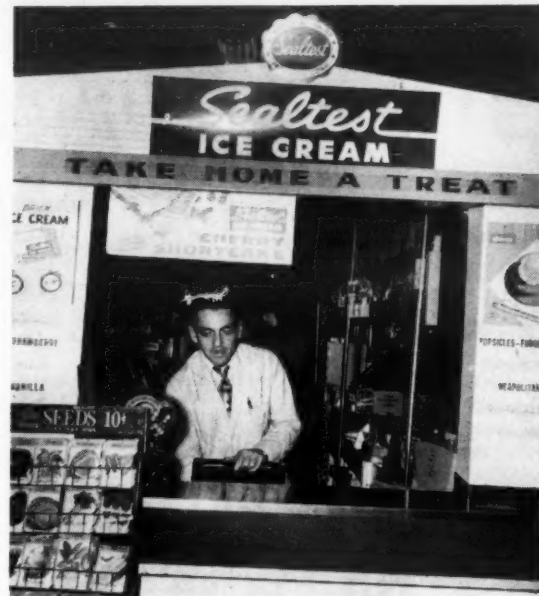
Convent Uses Iceberg System To Freeze, Store Food

TECHNY, Ill.—Installation of a food freezing and low-temperature storage system at the Holy Ghost Convent in Techny, Ill. points the way to what may be done in institutions which raise much of the food which they use.

An Iceberg Refrigerated Locker System (the warm room type) will be used to freeze the food, which will then be stored in a low-temperature walk-in storage room.

The Holy Ghost convent not only grows, processes, and uses its own vegetables and produce, but also fattens, slaughters, and processes beef.

The food freezing system will give the institution the opportunity to harvest their crops or kill the beef at the time that will offer the product at its best and most useful point in its development. The convent will also save itself a considerable amount of money through elimination of spoilage of any of the produce.



Floodlighted superstructure over ice cream cabinet boosts take-out sales for Cheaper drug-store, Lincoln, Neb. Clerks handle both tobacco department and ice cream sales from same counter.

The Iceberg system has a series of 30 drawers with a capacity of 6 cu. ft. per drawer. It will thus be possible to freeze several different kinds of items in the Iceberg unit at one time.

Ice Cream Cabinet Plus Superstructure Solves Space Problem, Ups Sales

LINCOLN, Neb.—The problem of how to sell ice cream in a drugstore that is too cramped for space to have a fountain department has been solved at Cheaper Drug Store here.

The store installed a 6-ft. Frigidaire cabinet behind a floodlighted superstructure with counter and large window. This framework serves to attract traffic and advertise the ice cream products in the case, it was reported by E. B. Wilson, co-owner.

The drugstore is located in the downtown section and has a large pedestrian traffic going past. Wilson and his partner, A. S. Schumacher, decided it would help business if they could offer ice cream and frozen confections, but limited space was the big problem to be overcome.

The successful solution has been to place the ice cream cabinet at the end of the tobacco department, just inside the front entrance, and building a display front which is plainly visible from the street.

Large letters on the front advertise "Ice Cream" and "Take Home a Treat" on the canopy across the fixture, while the white side columns advertise the various flavors, prices, and ice cream and frozen pop novelties which youngsters can eat on the spot.

The setup takes very little more room than the original counter which it replaced at the front of the tobacco department, and the ice cream business is handled by clerks in the tobacco department.

In order to conserve time of the clerks and avoid a mess in the front of the store, no ice cream cones are sold.

The new vending fixture sold an average of \$75 worth of packaged ice cream and frozen confections a week during the colder months. As the weather warmed up, sales mounted to around \$225 a week.

The management also pointed out that the ice cream stand helps to bring in new traffic such as would be attracted if the drugstore had sufficient space for a fountain.

Location of the stand just inside the entrance serves as a traffic divider to steer traffic down the two side aisles of the store, and sales have increased at the toy, magazine, candy, and tobacco sections which adjoin the stand.

The stand also makes a good place to display other merchandise during the winter when ice cream sales are slack.

Insulated paper sacks have been provided for the packaged ice cream, since a large portion of the sales are to shoppers and downtown workers who live out in the residential sections and must spend 30 minutes or so getting home.

The stand has proved to be a favorite with people living in downtown rooming houses.

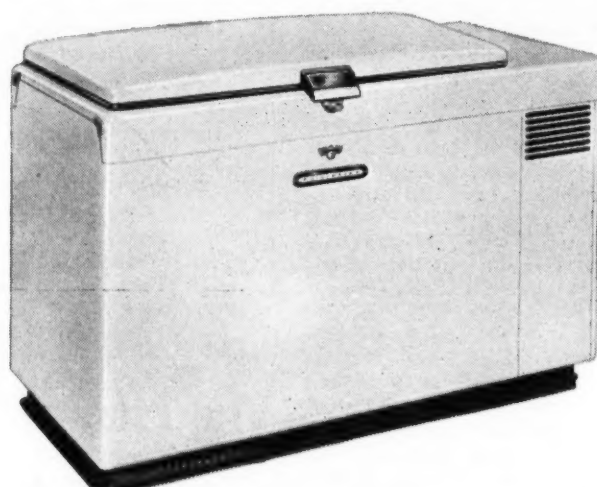
World's Largest Maker of Low-Temperature Cabinets Presents

3 New FRIGIDAIRE Food Freezers - in the sizes most people want most!

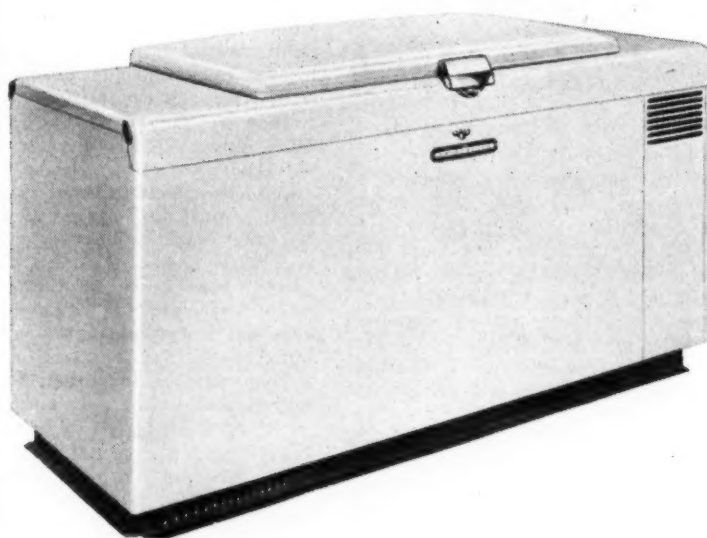
Look at them outside, look at them inside! You can see at a glance the outstanding quality, the potent sales appeal of these magnificent new Frigidaire Food Freezers.

Built into them are the benefits of Frigidaire's quarter-century experience in making more than 600,000 low-temperature cabinets for ice cream and frozen food storage. They're beautifully styled by Raymond Loewy. And they offer important advantages found in no other food freezer—features like the new improved Meter-Miser, simplest refrigerating mechanism ever built. Notice the counter-balanced lids, automatic interior lights, sturdy handle-locks! See the warp-proof all-steel cabinets, the rust-proof steel interiors, the automatic signal light and the wrap-around refrigerant coils which assure proper temperatures throughout cabinet.

Frigidaire is backing up these wonderful new freezers with an important advertising and merchandising program—the aggressive, result-getting kind of program for which Frigidaire is famous. You can't match a Frigidaire Franchise!



The popular new 8.8 cu. ft. model has handy, sliding wire baskets that keep foods organized. Powered by the one-and-only Meter-Miser. Holds 308 pounds of food.



The spacious new 11.7 cu. ft. model has same accessories as 8.8 cu. ft. model, plus removable dividers. Powered by the Meter-Miser. Holds 409 pounds.



The two-compartment 18 cu. ft. model is engineered for heavy duty on farms, in large homes, in businesses. Dividers and baskets provided. Holds 630 pounds.

New Proof—



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A quiet-operating high-pressure 8-bladed STAINLESS STEEL fan, and with stainless steel shaft. Chrome-dipped rust-proofed pulleys, ball-bearing grease-sealed fan bearings, cast iron bearing supports.



And Here's Real Efficiency in COOLING TOWER CONDENSERS

Special header slotting, and double-tube counter-flow heat exchanger relationship between water and hot refrigerant gases allows lowest possible head pressures when inlet water temperatures are high. Cleanable from both ends. In $\frac{1}{2}$ thru 25 H.P. Capacity. Catalog No. C-3.

Yes . . . here's 20 years of foolproof performance in an all-around, efficient, economical and lastworthy

cooling tower. Halstead & Mitchell's processed wetted deck surface is chemically treated with special

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AT LEADING WHOLESALERS EVERYWHERE—OR SEND FOR DESCRIPTIVE LITERATURE & PRICES

Norge Announces Appointment of 2 Sales Executives and 3 Regional Managers



H. L. CLARY
Vice President Charge of Sales



J. M. TENNEY
Refrigeration Sales Manager



R. H. PIZOR
Western Regional Manager



DEAN SPENCER
New England Regional Manager



R. M. REED
Eastern Regional Manager

Clary Promoted to Vice President--

(Concluded from Page 1, Column 3) manager of home heaters. Laramy had been in charge of home heater engineering at the Norge factory in Muskegon Heights, Mich.

Robert M. Reed has been appointed eastern regional sales manager with headquarters in Philadelphia. Reed joined Norge in 1947 as district representative in the eastern territory.

Clary joined the Norge central

office in August, 1945, as sales promotion manager and has sold Norge products since 1928.

An alumnus of Carnegie Tech, he went to work for the Ludwig Hommel Co. of Pittsburgh, first Norge distributor, where he sold appliances for 15 years. In 1942 he was assigned the task of organizing the stock pile of 700,000 refrigerators then on hand throughout the nation for the War Production Board.

Retail Grocers Assn. Meets In Chicago June 4 to 8

CHICAGO—A panel discussion on "Successful Self-Service Meat Operation" will be one of the highlights of the 51st annual convention of the National Association of Retail Grocers to be held at the Navy Pier here from June 4 to 8.

In connection with the convention, an exhibit of food, grocery products, and equipment will be staged in the exhibit hall on all five days. Several

manufacturers of refrigerated food display equipment will have booths in the exhibition.

Four other panel discussions are on the program. They will concern food store expansion, profitable produce departments, operating costs in food stores, and productive food store advertising.

The panel on self-service meat operation will be staged during the morning of June 6. G. Vander Hooning of Holland, Mich., will act as moderator. Grocers Keith Rushing of Ames, Iowa and Ray Van Dyck of DePere, Wis. will take part.

In addition to the panels, addresses are scheduled by Arthur C. Nielsen of the A. C. Nielsen Co., a marketing research organization; and Harold Stassen, president of Pennsylvania university and leading Republican.

Excise Tax--

(Concluded from Page 1, Column 2) the Senate. Such action on our part would insure passage of excise reductions probably by the middle of June.

Even though the committee feels that it has about finished with its deliberations on the tax bill under consideration, it will still be several days before it can be put into final form and approved by the House.

Under these circumstances, it will be the middle of June at least before it would go to the Senate. Though Senator George of Georgia, chairman of the finance committee, had previously expressed the hope that his committee would not have to hold hearings on the bill, he is said to have changed his mind on this point.

He points out that every additional provision that the House committee puts into the bill will drag out Senate hearings and executive sessions between the two houses that much longer.

And adjournment of Congress is getting closer and closer.

Freezers at the Crossroads

EL PASO, Tex. — Refrigerators, home freezers, and other appliances are featured by Cross Roads Appliance Center, located on Mesa Hi-Way 80 at Cross Roads, which opened recently.

VIRGINIA

Announces

ITS NEWEST PRODUCT...

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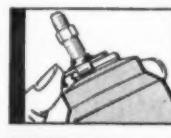


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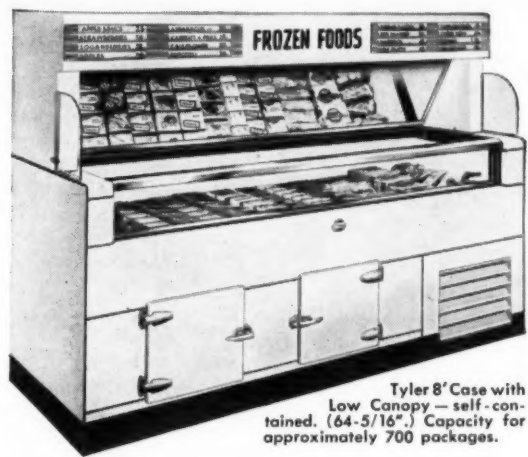
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Tyler Frozen Foods Display Cases. 8' Case with Low Canopy (64-5/16"). Capacity for 1000 packages on display and in storage.



Tyler 8' Case with Low Canopy — self-contained. (64-5/16"). Capacity for approximately 700 packages.



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HARDER-Freez, Wall Type. 10.5 cu. ft. capacity.



HARDER-Freez Display Cases, for frozen foods and ice cream sales. Chest Types. 10.5 and 15.75 cu. ft. capacity.



HARDER-Freez, Center Aisle Type. 10.5 cu. ft. capacity.

World's most effective frozen foods merchandisers!

In 1945 Tyler revolutionized the merchandising of frozen foods with the first real Frozen Foods Display Case—with wide-open, mass display at convenient shopping level, large storage space below, dramatic lighting, full length mirrors, and effective pricing system. Today these fine cases, equipped with High Level Refrigeration, Automatic Defrost and other improvements, are way out ahead in effectiveness, economy, and value!

For the very latest in practical equipment for the profitable merchandising of frozen foods and for their economical storage in the home, you can depend on Tyler — pioneer equipment manufacturer in the frozen food field!

Quick to recognize the need! Tyler was the first equipment manufacturer to recognize and take action to meet adequately the challenge of the new frozen food industry.

Quick to act! During the final year of the war Tyler was in the field with the revolutionary Tyler Frozen Foods Display Case for the mass merchandising of frozen foods in stores, and with efficient HARDER-Freez Home Freezers for low-cost storage in the home.

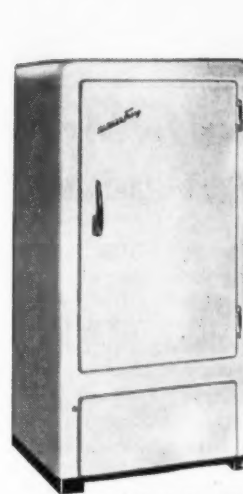
TYLER—the line of dealer satisfaction — user acceptance!

Today these lines, improved and advanced, still lead all competition in dealer satisfaction, in user acceptance! Sturdy, sanitary, welded-steel construction, Certified Insulation, outstanding value, and a host of other Tyler features, mean better frozen food equipment all the way through!

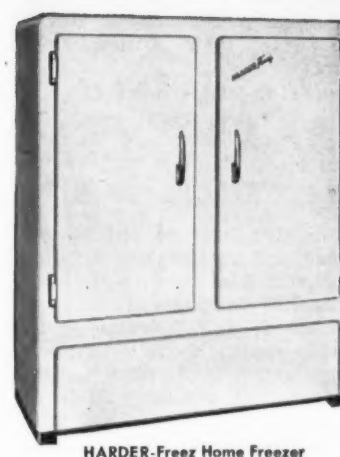
LATEST TYLER FIRST!



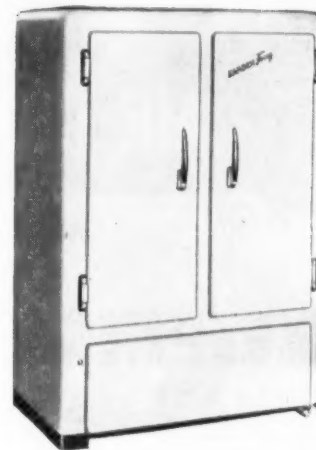
NEW! Refrigerated Display Table. Wide-open display—small floor space—complete, ready to use—easily moved—shopping from all 4 sides! For all perishables except frozen foods or ice cream. A powerful merchandiser!



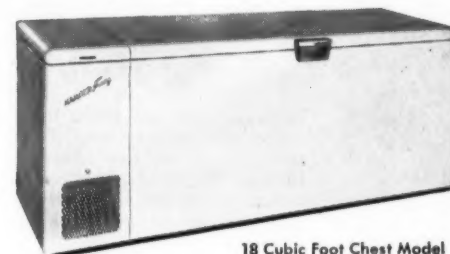
12 Cubic Foot Upright Model



HARDER-Freez Home Freezer 30 Cubic Foot Upright Model



18 Cubic Foot Upright Model



18 Cubic Foot Chest Model

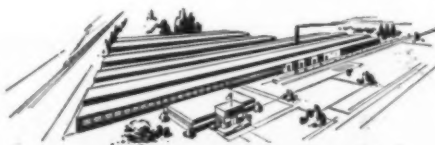


12 Cubic Foot Chest Model

Outstanding Value — Outstanding Features!

In the home and farm freezer field Tyler's HARDER-Freez has consistently offered the most in value and in practical features ever since the war. The 1950 HARDER-Freez line, including the Upright and Chest Model sizes that sell, is priced surprisingly low and includes exclusive center plate coil and other latest features such as Adjustable Dividers, Self-Balancing Lid, handy Freez-Basket, Supply Compartment, Certified Insulation, etc.

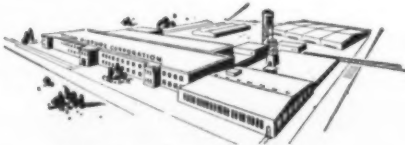
THREE PLANTS TO SERVE YOU!



Main Plant, Niles, Michigan



Branch Plant, Cobleskill, N. Y.



Branch Plant, Waxahachie, Texas

TYLER

FOR FOOD REFRIGERATION

Distributor's Frozen Food Case Sales Equal Total '49 Volume as Retailers See Benefits

MINNEAPOLIS—Indicative of the steadily increasing interest in frozen foods and the resultant improved market for refrigeration distributors who sell merchandising equipment is the recent experience of Allied Store Equipment Co., Hussmann distributor here.

"In checking our figures recently," reports George "Dick" Herman, Jr., who heads up sales for the firm, "we discovered that by April our sales of frozen food merchandisers had already equaled the total sales for 1949."

That this interest is widespread is further indicated, Herman implies, by the fact that both supermarkets and the small neighborhood stores are expanding their frozen food operations.

"We have one supermarket operator whom we've been equipping about every nine months," Herman says. "In his first store in 1946 we installed a single 7-ft. long frozen food case."

"Nine months later he put up another store and in this we installed two frozen foods for a total of 14 ft. In the third store he built we installed 28 ft. of frozen foods cases; in his fourth, 38 ft. And now," adds Herman, "he's planning a fifth supermarket that will have 50 ft. of frozen food cases."

"This is typical of the thinking and the experience of the supermarket operator, but the small neighborhood stores are expanding, too. Instead of having a 4-hole or 6-hole ice

cream cabinet for ice cream and frozen foods, the smaller stores are installing frozen food display cabinets.

"Just for example, there was one instance where the prospect—a small store operator—wanted a frozen food case, a small one. The salesman and I suggested that he buy a bigger case, and we finally convinced him to do so."

"This was last year, and just the other day he told me very happily that his frozen food sales had increased 2,100% since the new case was installed, and he said he was very thankful that we had talked him into buying the larger case. He's almost ready, he says, to add still another big frozen foods case now."

Self-Serve Cases Planned for 5 New Safeway Markets In East

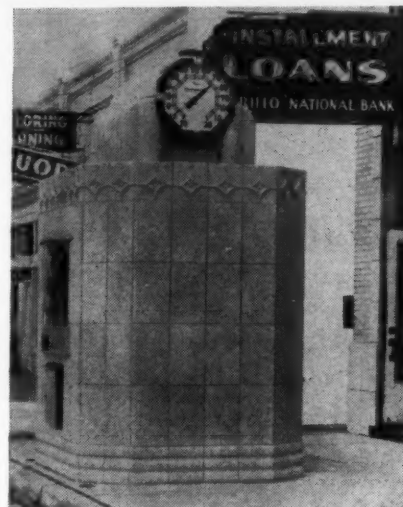
NEW YORK CITY—Five large supermarkets, all equipped with the latest type of self-service meat cases, will be opened in the New York-New Jersey area by Safeway Stores, Inc., it was announced recently by T. C. Wagner, area distribution manager.

The new stores, which will also feature wider aisles and more check-out stands, will be located in Manhattan, Newark, Levittown, L. I., and the Bronx. The company will spend about \$1,250,000 for buildings and

fixtures alone in constructing this initial group of stores under its nationwide "1,000 new stores program."

The Levittown supermarket will be the firm's largest new unit in New York. It will be air conditioned and equipped with a modern meat-cutting and pre-packaging room, elevators, conveyor system, automatic electric-eye doors, and other features which, according to Wagner, have not been added to New York's food markets.

Conditioner In Bank Basement Cools Curbstone Teller Booth



Cooling this 8 ft. by 6 ft. teller booth was a problem.

AMARILLO, Tex.—Air conditioning of its drive-in teller booth erected on the curb edge of the sidewalk several feet from the bank building offered some rather unusual problems for the Amarillo National Bank here.

The booth itself measures only 8 ft. by 6 ft. on the outside and 6 ft. by 4 ft. on the inside. Yet it is now provided with year-round air conditioning.

Refrigeration is supplied by a York 5HW condensing unit operating on the air conditioner. The cooling load was estimated at 7,400 B.t.u./hr. and the heating load at 8,800 B.t.u./hr.

The exterior of the booth is of terra cotta, and it is provided with a bulletproof window, and a sound system for communication with the customers. An emergency steel exit door was erected in the rear.

Since most banks are so located that drive-in teller booths cannot be part of the structure, the sidewalk booth may have a wide application.

The York air conditioning system produces approximately 750 c.f.m. of air, tempered and humidified to the desired degree.

The installation of air conditioning and heating equipment was made by the Bank & Plains Plumbing Co., Inc., York distributor here.

Survey Reveals Big Gain In Frozen Foods Use by Country's Rural Families

PHILADELPHIA—A sharp increase over a three-year period in the per cent of rural families using frozen foods was revealed by an annual coast-to-coast survey conducted by the research department of the Curtis Publishing Co.

Personal interviews with 5,496 rural and urban housewives, representing a cross-section of the nation, showed that nearly half (49%) of the country homes were using quick-frozen fruits in 1949, compared with 29.4% in 1946 and 41.2% in the 1947-48 period.

Similarly, use of quick-frozen vegetables in rural homes increased from 31.3% in 1946 to 45.4% in the 1947-48 study and to 55.7% in the 1949 survey.

It was found that 58.2% of urban families were using quick-frozen fruits and 69.3% were consuming quick-frozen vegetables. No comparative figures were given in this classification.

15 Freezers Installed In Fairfax County Schools

WASHINGTON, D. C.—Fifteen low-temperature storage cabinets have been installed in Fairfax County schools during the past month, reports J. H. Rice, assistant superintendent of schools.

Rice said, "Purchase of the freezing units has enabled the schools to accept 9,500 lbs. of frozen turkey offered free in April under the Agriculture Department's surplus commodity program."

The funds for the 15 freezing units, which cost about \$5,000 in all, were put up by the individual schools from cafeteria program surpluses.

He made the recommendation that the units be purchased after a two-year check on a test freezer in use at the Franklin Sherman School in McLean.

Ryan Appliances Opens In Ala.

HUNTSVILLE, Ala.—Refrigerators will be handled by H. Ryan Appliances and Furniture 214 N. Washington.

BRUNNER
SINCE 1906

AIR CONDITIONING builds business

WHAT'S KEEPING YOU AWAY

from Air Conditioner Profits?

PRODUCT

Brunner self contained floor type room air conditioners are available in 4 popular sizes—3, 5, 7½ and 10 ton. Completely Brunner built...backed by 44 years of engineering "know how." By every standard of comparison an outstanding product worthy of your confidence.

INVOLVEMENT

Packaged air conditioning is simple to sell, install and service. No involved technical knowledge is required. Recommendations are determined through a few easily figured facts. Packaged air conditioning is a natural part of any refrigeration and appliance business.

SALES HELP

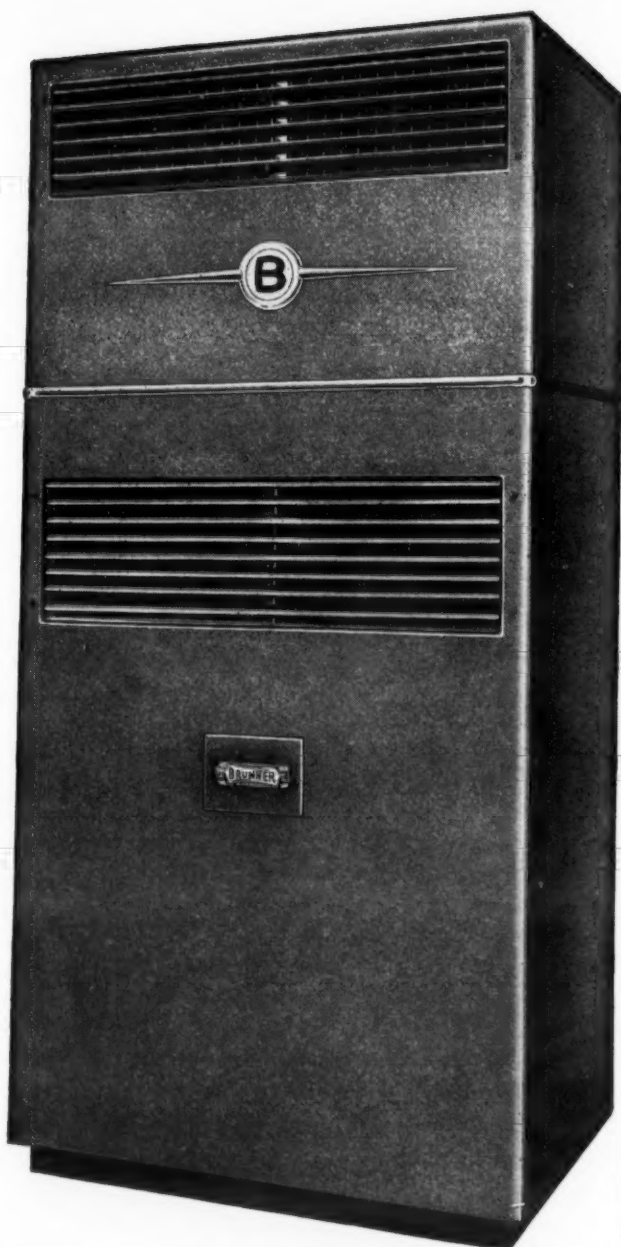
Brunner field-sales engineers are so located across the country as to be readily available to help on every occasion when called upon. Brunner advertising to "users" in many fields has paved the way to recognition and acceptance of Brunner as the top value in air conditioning.

MARKETS

All around you! Practically every business depending upon store traffic, wants and needs air conditioning. The opportunities are legion. The Brunner field man will show you how to contact and close sales.

PROFIT

Brunner Air Conditioning builds business...yours and your customer's. Don't let this extra income pass you by. Write or wire for a Brunner representative to spread the facts before you. You can't miss recognizing the superiority of Brunner Air Conditioners as a product and as a new business opportunity.



BRUNNER
SINCE 1906

AIR CONDITIONING

- Self Contained 3 HP. to 10 HP.
- Remote Type 5 HP. to 75 HP.

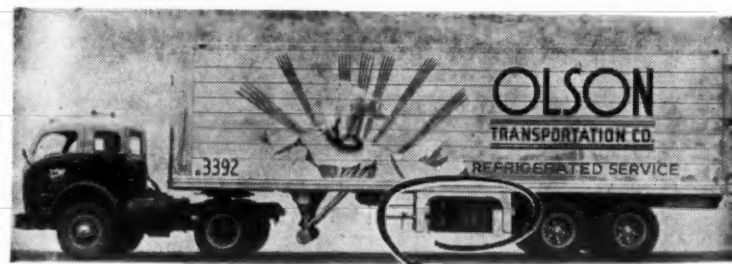
BRUNNER MANUFACTURING CO., Utica 1, New York, U.S.A.

REFRIGERATION CONDENSING UNITS by
AIR AND WATER COOLED MODELS—a size
and type for every purpose...¼ HP. TO 75 HP.

BRUNNER
SINCE 1906

EXTRA Profits FOR YOU

When YOU Sell TRU KOOLER
With Fully Automatic Temperature Control



"Positive Protection" with TRU KOOLER

ONLY
TRU KOOLER
has
ALL
These Features

- Heating and/or Cooling
- Fully Automatic
- Continuous Air Circulation
- Light Weight
- Low Original Cost
- Economical Operation
- Trouble Free Efficiency
- Wide Range of Models
- Optional Unit Location
- Installed Without Body Alteration

Add This "Profit-Maker" to YOUR Line

For further details or information regarding dealerships available in your territory, write direct to - - -

TRU KOOLER
OELWEIN, IOWA INC.

Big-Scale Merchandising Of Frozen Pies Begun By Loblaw's Markets

BUFFALO—Loblaw's has entered the frozen pie merchandising field on a large scale, installing frozen pie departments in most of its stores and promoting them heavily with full-page newspaper advertising and special store displays.

Special refrigerated facilities have been set aside in the Loblaw markets for storage and display of the frozen pies.

The frozen pies are supplied to the chain by the Cease Commissary of Dunkirk, N. Y. Loblaw's introduced the items as "Cease's Frozen Miracle Pies," and gave these reasons why the adjective "miracle" is used:

"1. Quality—Nine out of 10 housewives who buy Cease's frozen pies shyly admit to us that these are as good or better than pies they make at home. And this wonderful quality can be depended upon without variance at any time you buy them.

"2. No Work—There's no effort attached to preparing Cease's frozen pies for your table. The fruit pies need be popped in the oven as they are, frozen. The chiffon pies and cheese cake are ready to eat... you just defrost and serve.

"3. Economy—There's nothing to buy but the delicious pie. No pie plates necessary because they're each individually packaged in the pie plate. And, too, it's improbable that you yourself could make a comparable pie at the price, using your own fruit and other best quality ingredients.

"4—Ready at a Moment's Notice—With several Cease's frozen pies handy in your refrigerator freezing compartment or home freezer, you're ready for any dessert emergency. No need to hurry up and eat 'em as you do home-baked or bakery pies. Cease's pies are fresh and available in your own home at your convenience or necessity.

"5. Variety—With the five fruited and chiffon varieties, plus delicious cheese cake, you can eat heavenly pie every day in the week and keep the menu varied."

Neb. Liquor Board Seeks Final Coil-Service Ruling

LINCOLN, Neb.—Transcript of appeal has been filed in the State Supreme court by the state liquor control commission to obtain a final decision on whether Regulation 44, framed last fall by the commission to permit distributors, wholesalers, and manufacturers of beer and liquor to furnish dealers with coil service and advertising novelties, violates provisions of the state law. The appeal was made from a District court decision which held that the regulation was illegal.

The regulation was contested by the Nebraska Beer Wholesalers association which was granted a writ of mandamus in Lancaster county District court March 24, enjoining the state commission from promulgating the new rules and commanding the commission to rescind and revoke the objectionable paragraphs.

The state commission in its appeal contends the District court erred in five respects in the trial of the case, when District Judge Ralph Wilson found that what the rule "purports to legalize is unlawful."

Gets Store Cooling Contract

CHARLOTTE, N. C.—On its bid of \$4,600, the firm of Ross & Witmer, Inc., here, has been awarded the contract for installation of an air conditioning system in the men's wear store of J. O. Jones, Inc. Work on the project gets underway immediately.

REMCO
STANDARD DUTY DRIERS

now with MOLDED Du-Cal Drierite and SPUN ENDS

INCORPORATED
ZELLENOPLE, PA.

Survey Finds 76% of Small Grocers Sell Packaged Ice Cream But Only 18% Have Self-Service, Open-Top Display Cabinets

MILWAUKEE—Replies from 189 manufacturers of ice cream to a questionnaire on the trend in the sale of the product through grocery stores in their areas disclosed that 76% of the small independent grocers are selling packaged ice cream but only 18% are equipped with self-service, open-top ice cream display cabinets.

The survey was made by The Olsen Publishing Co., publisher of *Ice Cream Review* and other trade publications. Percentages reflect averages of the replies received to each of five questions.

Answers to the first question revealed that packaged ice cream is being sold by 84% of the large supermarkets, including chain stores, in the manufacturers' areas; by 81% of the medium-sized chain stores and independents; and by 76% of the small stores.

The survey further showed that 64% of the large markets are equip-

ped with self-service, open-top ice cream cabinets, that 41% of the medium-sized grocery stores have them, and that 18% of the small stores are so equipped.

Asked what percentage of the various types of stores own the cabinets, the ice cream producers said 45% of the large markets, 31% of the medium-sized stores, and 23% of the small ones.

Replies to a fourth question indicated that of those who own their cabinets, 14% buy directly from the cabinet manufacturer, 30% buy from the local fixture or refrigeration equipment dealer, and 43% from the local ice cream manufacturer.

Also, 34% of the ice cream producers reported that it is general practice in their area to sell the cabinets outright, while 66% lease or loan them. It was noted here that the number of replies to this question exceeded the number of ques-

tionnaires returned because some checked both.

The publishing house also asked the manufacturers to comment on the trend toward the sale of packaged ice cream in grocery stores. In reply, 44 said the trend is steadily increasing in that direction.

Three observed that the open-top, self-service type of cabinet pays only in stores with large volume; three said volume of sales through grocery stores is too small, and the same number stated that they like the small individual type of grocery store best.

Some other comments were: Chain stores are forcing down the retail price of ice cream; the trend is toward the purchase of half gallons; more should be done to induce people to use ice cream in the home; sales of ice cream through groceries are low because the stores are closed evenings.

Snow Crop Launches National Distribution Of Its Frozen Coffee

NEW YORK CITY—Following successful marketing tests, frozen coffee is now being distributed on a national basis by Snow Crop Marketers Div., Clinton Foods, Inc.

Martin Mathews, vice president of Snow Crop, stated that the market tests have shown that frozen coffee can compete favorably with roaster ground coffee.

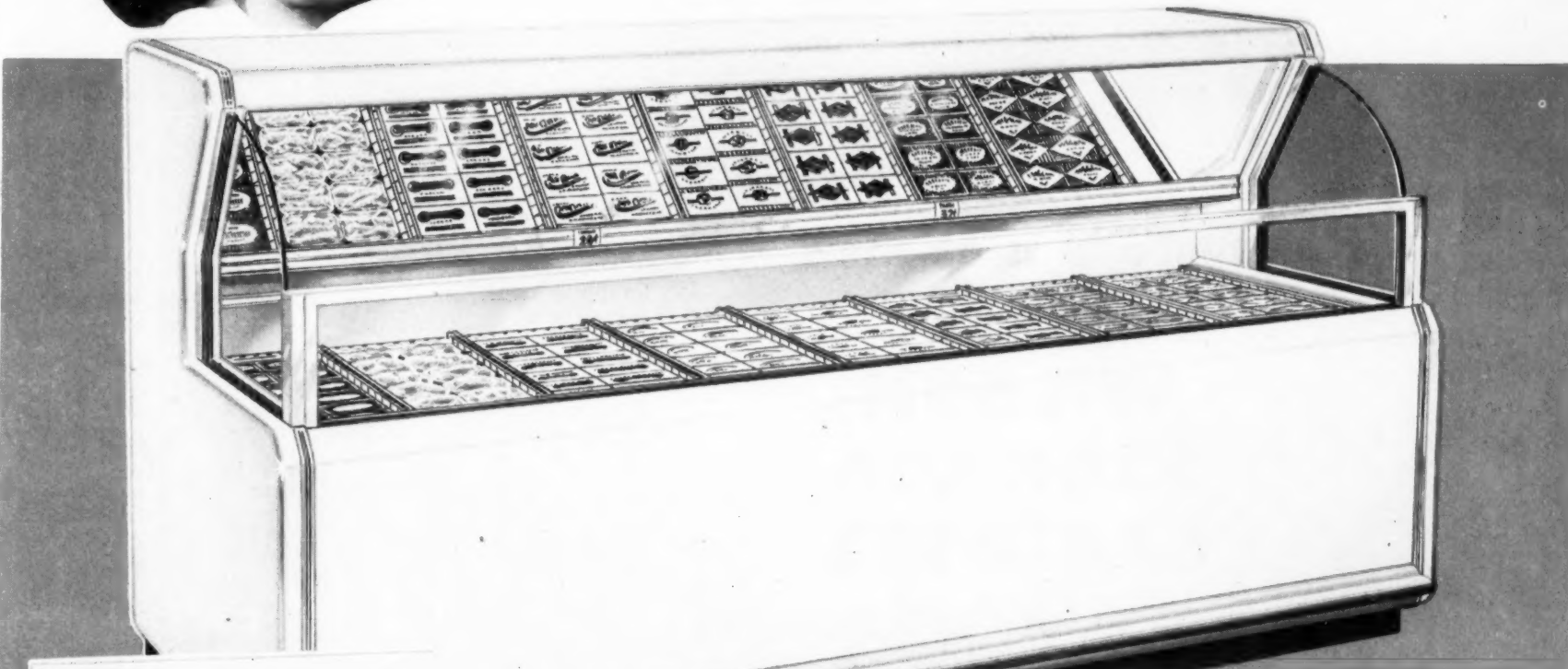
"We have the added advantage of launching our distribution when roasted coffee prices are close to top levels," he asserted. "Our 5½-oz. jar, which will retail for less than 60 cents, will make close to the same number of cups as a pound of roasted coffee."

"We also have the advantage of less wastage and no grounds to dispose of."

Mathews noted that frozen coffee concentrate is especially adaptable to making iced coffee.



Baby,
It's *Cold Inside!*



Model OL-8
DEFROST-O-MATIC
*
PERMA-VUE Mirror
*
Stainless-steel Plates

Model L-10
11 Cubic Feet
*
All-porcelain Exterior
*
Superstructure-lid

Model L-5
5.5 Cubic Feet
*
Stainless-steel-wire Baskets
*
Self-contained

Because

FROZEN FOODS STAY FROZEN IN THE NEW WARREN FROZEN-FOOD REFRIGERATORS.

Reflected in the Warren Model OL-8's PERMA-VUE mirror, colorful, tempting packages of delicious frozen fresh foods sell themselves with continuously fast turnover. Too, the OL-8 features the exclusive Warren DEFROST-O-MATIC, completely eliminating the defrosting nuisance.

The new and economical Models L-10 and L-5 are compact, quality-constructed fixtures with dependable sub-freezing temperatures to guarantee sure preservation of frozen foods. The hinged superstructure-lid displays six rows of price tags and beautiful color photographs of delectable dishes prepared from frozen foods.

THE WARREN COMPANY
INCORPORATED
905 MEMORIAL DRIVE, SOUTHEAST
ATLANTA 1 • GEORGIA

A Great Name in a Vital Industry
for Over a Half a Century



Utica Markets Profit from Using Walk-In As Storage Unit for Low-Price Buying

UTICA, N. Y.—Low-temperature walk-in storage coolers have a place in large retail food markets not only as a matter of convenience, but as a profit-making possibility to store owners who use them wisely.

This has been demonstrated in two markets in this area—the Chicago Market in Utica, and the Cut-Rate Market in nearby Herkimer, N. Y.

Built into the basement of the Chicago market is a walk-in cooler about 15 x 13 ft., for all low-temperature operation. It is used more for buying advantage than for mere convenience's sake.

"For example," says M. Zimmerman, the market manager, "we could see the recent price jump in frozen orange juice on its way, and we bought ahead in considerable quantity to turn up a nice added profit."

"There are certain times of the year when it is advantageous price-wise to buy certain kinds of frozen fruits and vegetables, and our cooler permits us to buy in fairly heavy quantities."

"The same thing also applies to poultry."

In its two 7-ft. Hussmann open-type frozen food display cases the Chicago market also merchandises small frozen steaks, which are processed by a locker plant in Rome, N. Y. While delivery service on this steak item is relatively frequent, the cooler provides storage space in case the market wants to put up any sizable supply of the item.

At times the cooler is used by the Chicago market's fresh meat department, to keep frozen sides of beef, which represents another possibility for advantageous buying.

The Cut-Rate Market in Herkimer has a walk-in cooler of about 15 x 15-ft. dimensions, and makes use of it both as a convenience and as an added profit maker.

Refrigeration systems for both stores were installed by the Averill-Mangan Co. of Utica.

Frigidaire Reduces Prices On 6 Dry Beverage Coolers

DAYTON—A reduction of as much as 6½% in suggested cash prices of Frigidaire dry beverage cooler models, was announced recently by W. F. Switzer, Frigidaire's commercial sales manager.

Three self-contained dry beverage coolers with capacities of 12, 22, and 32 cases of 12-oz. bottles, and three models employing remotely located refrigerating units holding 17, 27, and 37 cases, come under the new price schedule.

Miss. Appliance Firm Opens

GULFPORT, Miss.—The Appliance division of Modern Tractor & Appliance Co., which features refrigerators and other appliances, recently held formal opening in its new location at 1417 25th Ave.

Drink Dispenser Device Permits Operator To 'Select' Carbonation

NEW YORK CITY—Perfection of a new device which is claimed to enable the operator of a multiple-flavor cup-drink dispenser to set the carbonation at the level prescribed by the manufacturer of a branded syrup was announced recently by I. Hayne Houston, president of Spacarb, Inc., 311 East 23rd St. here, manufacturer of automatic cup-beverage dispensing equipment.

The development, called Select-O-Carb, was developed as a follow up to another recent development, which increased the carbonation potential of the standard Spacarb model to four volumes of carbonation in the cup. The actual range of settings on the Select-O-Carb runs from a theoretical 0 to 4.5 volumes of carbonation.

Houston stated that the development of this selective carbonation feature makes the Spacarb Hot 'n' Cold four-flavor Mix-A-Drink the only machine on the market that can dispense a highly carbonated branded drink in the cup exactly as it tastes poured from the manufacturer's bottle, it is claimed, while at the same time, on the same machine, dispense fruit flavors at a lower, more palatable carbonation.

In addition to Select-O-Carb, Spacarb equipment now enables the patron to mix flavors in the cup, to select hot and cold drinks, and select between carbonated and non-carbonated drinks.

One Type of Frozen Item Per Case Getting Popular



This installation at High-Low Foods, Inc., Chicago, illustrates how volume business in frozen foods is achieved through departmentalizing. Each case in row at right holds specific kinds of frozen foods. End cases display ice cream packages.

Bigger Demand for Cases Seen as Stores Devote Whole Departments to Frozen Foods

CHICAGO—Although the vast majority of open-type frozen food display cases have been installed since the end of the War, a flourishing "replacement market" has already developed for this type of equipment. So says W. H. Sudekum of Hussmann Refrigeration, Inc. here.

"Replacement market" may not

be quite the correct term, as it generally means the replacing of worn-out or antiquated equipment. This isn't the story with frozen food display cases. The story is simply that the original equipment wasn't big enough.

While it might seem logical for the dealer to try to sell such users an additional case, this is often difficult to do, especially for the smaller markets, because of space limitations or because the user wants to keep all frozen foods in a single case. Thus, Sudekum has recorded a number of examples of the step-up from the 7-ft. frozen foods case to the 10-ft. case, and in some instances from two 7-ft. cases to two 10-ft. models.

It is good business for the commercial refrigerator outlet, the Chicago distributor says, because thus far there has been a ready market for the low-temperature display cases taken in trade.

It is pointed out that the "live" potential market for open-type frozen food display cases today embraces retail food stores of all types and sizes, and in all kinds of neighborhoods.

The larger retail food stores are finding that it is profitable to create "frozen food departments," with a number of individual cases, in some instances each particular display case given over to only one kind of product.

Installations of this type have been made by Hussmann Refrigeration for High-Low Foods, Inc., a retail food chain in Chicago. In the High-Low market at 2621 N. Harlem the long frozen food department island has individual cases for frozen chickens, frozen vegetables, frozen prepared foods, and frozen fruits. The same model cases at the end of the frozen food island, and also at the end of the adjoining dairy products island, are used to merchandise ice cream.

In another store in the chain the display cases at the end of the islands are for "specials" on frozen foods—packages of different kinds of products, all at one sale price.

Sudekum believes that "user experience stories" pack the biggest sales punch in selling this kind of equipment. However, he believes that each salesman should develop his own story along these lines—that is, get a story out of a user that he has sold, relating the increase in volume of business done and profits realized through the installation of modern frozen food display fixtures.

A source of valuable leads and sales assistance on the frozen food equipment line is the salesman for wholesale distributors of frozen foods. These men know the food store locations that are in need of, or are considering the purchase of frozen food display equipment. They also realize that it will help their cause to get modern equipment installed in as many stores as possible, so they can be encouraged to be of real assistance.

Direct-mail promotion on all commercial refrigerator equipment must of necessity be a familiarizing process, Sudekum believes, and too much direct response cannot be expected. However, he has found that almost invariably following a direct-mail campaign of any magnitude, a greater number of prospects visit the showroom.

The spotlight is on the NEW WILSON STORAGE CABINETS

for ice cream and frozen foods

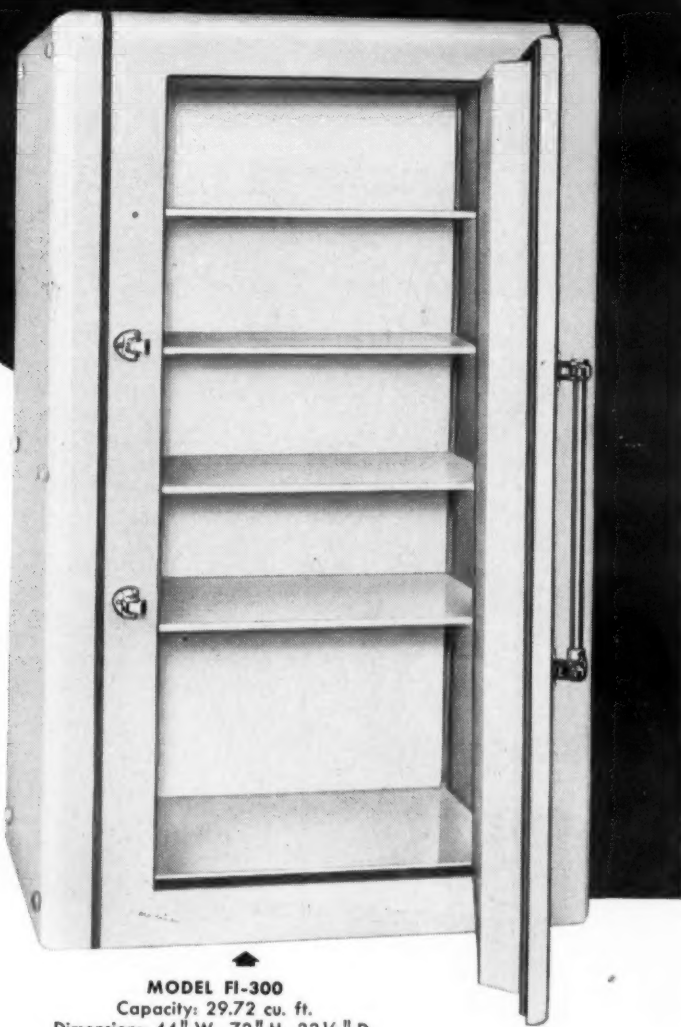
The BIG news in Storage Cabinets comes from Wilson!

And what news it is! A full line of low-temperature cabinets and walk-ins! . . . With NEW features, NEW operating economies, NEW convenience advantages!

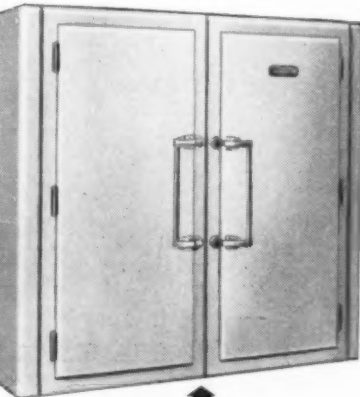
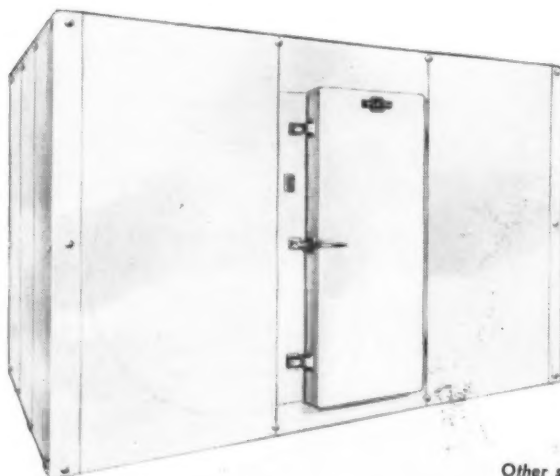
Wilson "off-the-selling-floor" Storage Cabinets and Walk-Ins are the answer to both the Retailer's and the frozen food Distributor's problems. They cut down delivery trips—eliminate the need for rush and overtime deliveries—eliminate use of display cases for stand-by storage and permit a greater variety to be stocked.

And with Wilson Cabinets there's no worry about trade-in losses. Wilson Cabinets and Walk-Ins are expandable—they can grow as the business grows. Additional sections can be readily added as needed.

Wilson Zero-Safe Storage Cabinets with plate coil assembly are shipped completely erected together with capillary heat exchanger, for remote installation of condensing unit. For installation in inaccessible locations they can be disassembled in a matter of minutes. Larger capacity Wilson Zero-Vaults are shipped "knocked down" for quick, easy, on-the-job assembly.



MODEL FI-300
Capacity: 29.72 cu. ft.
Dimensions: 44" W., 72" H., 33½" D.



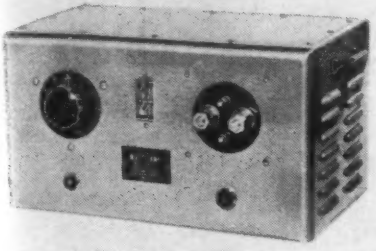
MODEL FI-600
Capacity: 59.25 cu. ft.
Dimensions: 79½" W., 72" H., 33½" D.

MODEL ZV-1012 (Walk-In)
Capacity: 723 cu. ft.
Dimensions: 12' 9½" W., 8' H., 9' 9½" D.
Other sizes with capacities from 134 cu. ft. to 2394 cu. ft.

WILSON

REFRIGERATION, Inc., Smyrna, Delaware

HOME FREEZERS • FARM MILK COOLERS • COMMERCIAL REFRIGERATION

Multi-Amp Relay Tester**Portable Unit Simulates Motor Overload Conditions**

HARRISON, N. J.—A portable high current test unit that simulates motor overload conditions by supplying overload currents to the tripping element of the overload relay only is now being manufactured by Custom Electric Controller Co., 119 Cross St. here.

Called the Multi-Amp, the unit operates from any 110-volt, 60-cycle outlet and draws approximately 10 amperes when supplying its rated 500 amperes at the output terminals.

All testing is performed with the associated motor de-energized.

The Multi-Amp supplies any current up to 500 amperes and is completely adjustable in stepless increments. The adjusting knob is on the front of the cabinet. This makes it possible to test overload relays for a.c. motors rated 250 amperes or less.

However, it can be used on overload relays for motors of any size whose relays are operated by means of current transformers.

Multi-Amp is a portable unit of heavy gauge sheet steel construction weighing less than 60 lbs. It is provided with lift handles and protected with a grey baked enamel finish. A circuit breaker and fuse protect the 110-volt supply line and internal components.

Cabinet dimensions are 10½ in. high by 19 in. wide by 10½ in. deep. Operating instructions furnished with the Multi-Amp show exactly how the various types of a.c. overload relays and circuit breakers should be tested.

In addition, the company shows how the unit can be used in many other applications. These include dehydrating refrigerator coils, thawing out frozen water pipes, drying out damp motors and other electrical windings, annealing and hardening, circuit breaker testing and calibrating, soldering, brazing, and etching.

Price of the unit, complete with high and low current test cables and lugs is \$150, f.o.b. Harrison. An optional soldering tool is \$7.50 and an etching tool is \$1.50.

Dallas Building Air Conditioned

DALLAS—Williams & Wagner Construction Co. has occupied its newly completed \$200,000 modern office and warehouse building on North Industrial at Cole St.

The entire building is air conditioned for winter and summer weather. Texas Distributors, Inc., 3914 Live Oak, had the contract.

Count these BENBAR features! They add up to **MORE SALES!**



- Hermetically sealed condensing unit
- Porcelain covered door jams—Frost breaking lock
- Trouble free capillary system
- Two step door construction
- Fiberglas insulation

Sell the kind of freezer that all America is demanding. 2 standard sizes—14 and 17 cu. ft.

DISTRIBUTORSHIPS NOW AVAILABLE

No contemplated price increases between now and June 1, 1950 in spite of steel increases.

**AUGUST G. BARKOW
MANUFACTURING CO.**

2230 S. 43rd St., Milwaukee 15, Wis.

Refrigeration and Dry Freeze Process Will Preserve TB Vaccine for 1 Year

CHICAGO—Through refrigeration and a dry freeze process, medical science has increased the life of tuberculosis vaccine from 10 days to one year, it was announced by the Research Foundation, a pioneer in anti-tuberculosis process.

In the past BCG anti-tuberculosis vaccine was in a liquid form and had to be applied within 10 days after it was made or it became ineffective. Today it is made in a powder form through refrigeration.

Dr. Sol Roy Rosenthal, medical director of Research Foundation, said, "There was great difficulty about the use of the old liquid BCG. It had to be so carefully preserved and we had to administer it within 10 days or it lost its power."

He said, "this new powdery BCG, made by a dry freeze process, may be administered any time within a

year. It may be shipped and kept in any ordinary container, too."

This dry freeze process will revolutionize the treatment of tuberculosis because it will be easily available for patients, can be exported and still retain its power.

BCG is not a cure for tuberculosis, but Dr. Rosenthal said, BCG can immunize you against tuberculosis from four to six years. And it should aid in cutting the death total of 45,000 Americans who died last year from tuberculosis. It was first discovered in France in 1906.

Dr. Rosenthal said that Tice Laboratory in Cook County Hospital will now be able to make 5,000,000 doses of BCG a year, all available free for programs of TB prevention throughout the world. In 1949, he said, 97,000 doses were used in selected anti-TB programs.

Capital Water Emergency Could Hit Air Cooling If Dam Isn't Erected

WASHINGTON, D. C.—Like New York City, the nation's capital's water supply is becoming a problem, and in its way might have the same tentative program of curtailing large-scale refrigeration and air conditioning if Congress does not act upon the commissioners' request for a \$23 million loan.

The water emergency of Washington is different from that of New York City in that the capital city has a good water supply and there is no anticipated future lack of water for all foreseeable demands. But there is now a shortage of facilities for collecting, purifying, and storing the water available in the Potomac River.

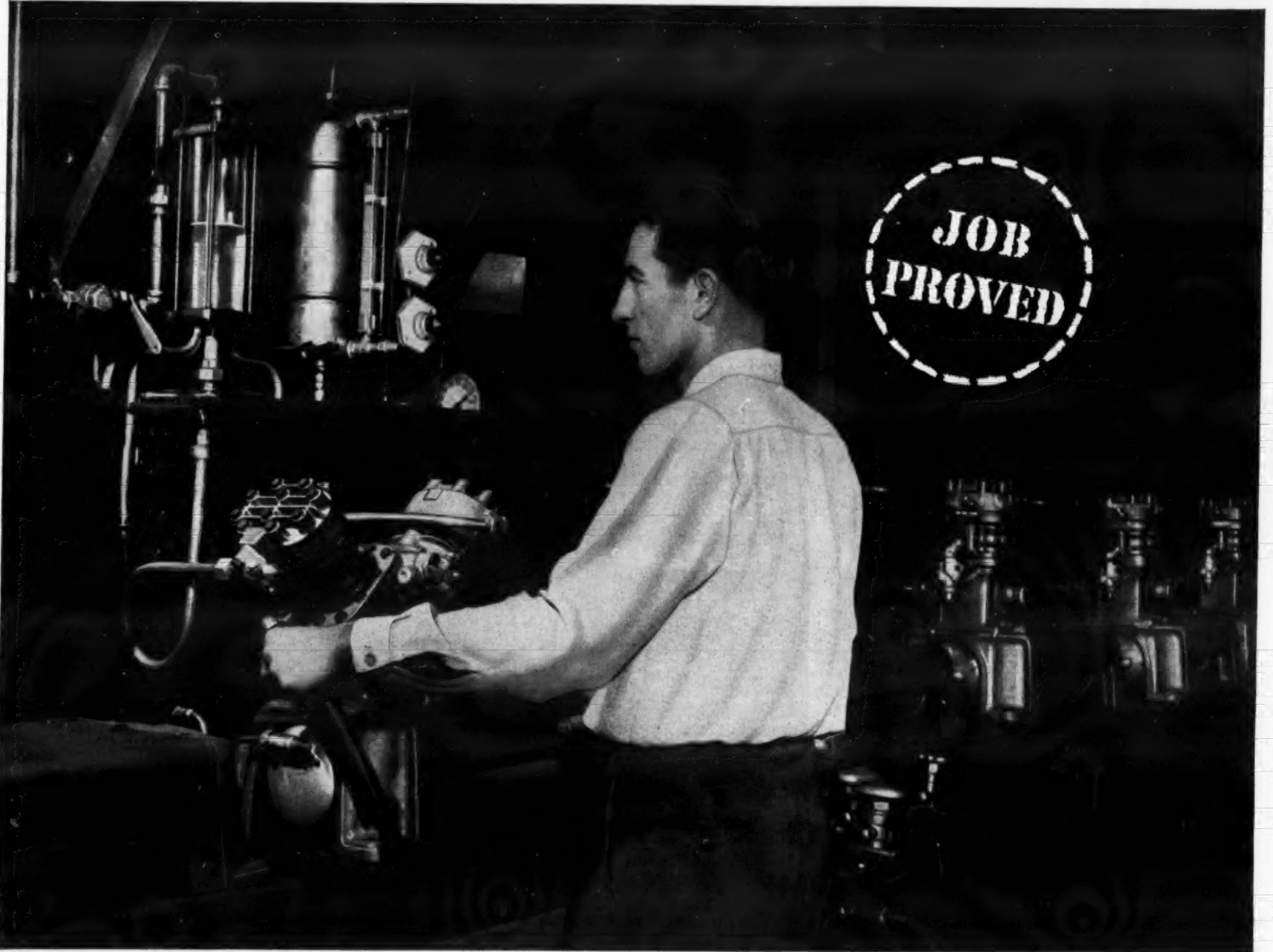
E. A. Schmitt, head engineer of the Washington Aqueduct, told the House District Subcommittee on Ap-

propriations that the city was lucky to escape drastic water conservation measures last summer. There were two six-day stretches, one in July and one in August, when consumption exceeded the normal safe capacity of the two conduits on which the system depends.

Schmitt testified that during these periods the water level sank to perilously low marks. And he warned the committee that conditions are apt to grow worse, instead of better if the requested 10-year expansion program does not go into effect.

There has been some talk by officials of installing water-saving devices in larger refrigeration and air-cooling plants in Washington. But the prevailing thought is that congress will grant the loan.

The whole program will cost about \$47 million, but water revenues will pay for all but \$23 million of this outlay. The improvement program includes construction of a low dam about two miles above Chain Bridge, with pumping equipment to raise the new water supply to the Dalecarlia plant.

**ONLY SUNISO...FOR 25 YEARS****Manufacturer Finds Suniso Oils Best Low-Cost Insurance Against Compressor Failures**

A large manufacturer of commercial air-conditioning and refrigeration units recently turned down a chance to save money.

Two competitive compressor lubricants were offered to him—at prices slightly lower than Suniso, the refrigeration oil he had been using for the past twenty-five years. But practical tests revealed that both competitive products broke down and formed waxy substances; they simply would not stand up under difficult operating

conditions—would not provide Suniso's extra margin of safety.

The manufacturer naturally kept on using Suniso. A quarter-century of experience had proved to him that Suniso Oils more than made up for their small additional cost by insuring him against compressor failures, service headaches, and customer complaints. No oil but Suniso goes into his units.

Case histories like this explain why Suniso Oils are the predominant choice of original equipment

manufacturers throughout the refrigeration and air-conditioning fields. Suniso Oils, available in six grades, have low pour points, low wax-separation points, and high dielectric strength. They offer unusual resistance to chemical change when mixed with Freon or other modern refrigerants. For a copy of the 52-page illustrated bulletin "Lubrication of Refrigeration and Air-Conditioning Equipment," write Department RN-5.

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HUDSON, WISCONSIN

Super Market Institute Told That Time Will Come When Each Type Of Frozen Merchandise Will Be Displayed In Separate Cabinet

CHICAGO—"The time will come when you will have to have different cabinets for different types of frozen products—say, one for fish, meat, and cooked products, one for fruits and vegetables, and even possibly one for fruit juices," supermarket operators were told by Edwin T. Gibson, executive vice president of General Foods Corp., during the recent annual convention of the Super Market Institute at the Stevens hotel here.

Discussing "Frozen Foods, Past, Present, and Future," Gibson declared that this prediction is neither "startling or disturbing." He explained to the operators that "you, today, have different equipment for many of the different products in your store and my prediction merely is that frozen foods will expand so greatly in volume and in number of products that the merchandising of them in your store instead of stressing that they are frozen will turn more toward the products themselves.

"I have always felt that peas are peas, strawberries are strawberries, orange juice is orange juice, and fish are fish. People, I further believe, buy these various items because they want and like each item for itself.

"I once tried to get our advertising department to run a Birds-Eye advertisement which stated 'You will not like Birds-Eye lima beans' in headlines and then went on 'unless you like lima beans.'

"Frozen foods are still in their development stage and the very fact that we refer to them as 'frozen

foods' and market them as such is proof of that statement. When the time comes that each item is marketed for itself, for its own appeal and quality, then and only then frozen foods will have reached their goal," Gibson said.

In tracing the development of the frozen food industry, Gibson brought out some interesting statistical data.

"In 1930 and 1931, for instance, Birds-Eye was the only producer and marketer of quick-frozen fruits and vegetables; one other producer packed quick-frozen meats and still another packed quick-frozen fish. Birds-Eye continued as the overwhelmingly dominant quick-frozen brand during the formative years of the industry from 1931 to 1934.

"In these years of comparatively small production, this producer alone carried the financial burden of basic research in production, storage, and transportation, and supplied the life blood which this early industry needed to grow.

Consumer Demand Increased

"As usually is the case in our American economy, evidence of consumer acceptance of these new products began to attract others to the field. Consumer demand increased so rapidly that neither Birds-Eye nor the others entering the field could match that demand with product availability. Let me give you a few of the actual figures which show what has happened since those early years.

"While there were just three processors in the early thirties, their number jumped to 292 in 1937, 537 in 1945, and to more than 1,040 today. Although Birds-Eye was—and still is—the largest single factor in the business and has increased its production tonnage by 3,132%—it now accounts for only about 18%, as against 90% in 1930-1931, of the total industry production today of 1,300,000,000.

"Figures like these make up the story of business life and opportunity in America. And while the pioneer's opportunities are broad and his rewards great, he does more than help himself when he discovers and builds a new industry.

Effect on Other Industries

"We cannot tell the whole case history of this industry without looking for a moment at what the frozen foods business has meant to collateral industries. For instance, sharp freezer space used to store quick-frozen products amounted to only 86.5 million cubic feet even in 1939, almost 10 years after we started. It has increased to an estimated 175 million cubic feet today.

"Take also retail store refrigerated cases. Birds-Eye had the first 15 cases built for its use in the Springfield, Mass., market experiment in 1930, and for several years thereafter cost of these cases varied between \$1,000 and \$2,000.

"In 1934 the American Radiator Co. and Birds-Eye's engineering staffs developed the 'Amerad' case which sold for about \$300. In order to interest retailers in the distribution of frozen foods, Birds-Eye purchased these cases and leased them to retail stores at low monthly rental fees until 1940 when the refrigerated case industry made cases available to the trade at prices low enough and in sufficient quantities to meet the demand.

"From those 15 special-order cases in 1930 the business has grown to close to 200,000 cases with a total value of over \$100,000,000," Gibson estimated.

"When you also take into consideration the increased acreage used by farmers, the additional products carried by railroads and trucking concerns, and the extra warehouse space needed for storage, you've seen that a new industry brought opportunities to many collateral industries which today work together to bring frozen foods to some 200,000 stores.

"One other development deserves mention here as an outgrowth of the quick-frozen foods business, and that is the home freezer. Public acceptance of frozen food products has put 2,000,000 freezer units into America's homes—to the tune of almost half a billion dollars!

Freezing Is a Preservative

"In talking about frozen foods and their future, it is always necessary to remember that freezing is solely a preservative, a method by which food products may be packed at their optimum point of quality and distributed to the ultimate consumer at the time he desires to use them. This means that some seasonal crops can be packed and distributed over the year. In other instances it means that a baker or nearly any food manufacturer may retain the freshness which his products have at the factory through the period of time necessary to distribute and transport them to the ultimate consumer.

"It also means that waste can be eliminated and the net usable product distributed in perfect condition to the consumer. It also means that some products which prior to the development of freezing techniques could not be commercially distributed because time and transportation de-

(Concluded on next page)

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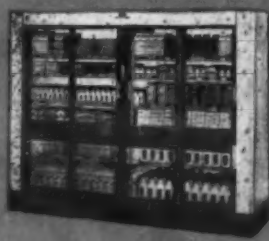
RM-11

Please send me at once, without obligation, complete information on profit-making Koch Display Cases and Refrigerators.

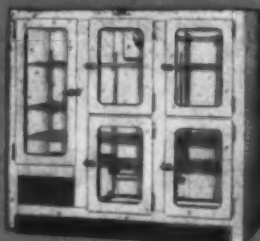
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Address _____

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MODEL 3508. Wall Type Display Case. For self-service display of dairy products or beverages.



MODEL 3865. A 65-cu. ft. reach-in refrigerator. One of the six popular Koch reach-in cabinets.

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Enter a subscription for his own personal use today, to be sent directly to his home. Then, in leisure and quiet, he can concentrate on the wealth of material and stimulating stories that appear each week, absorbing them for actual application in his job. He'll appreciate your thoughtfulness, and it always helps to make a closer friend. Besides this, in the long run he'll become better in his work and more valuable to himself and to you.

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5-29-50

Dealer Must Know Source, Quality of Items He Handles To Assure Profitable Turnover

(Concluded from preceding page)

added their qualities, have become recognized articles in the commercial distribution of food. It also means the elimination of loss and waste in retail stores due to deterioration and spoilage.

"The many things which I have enumerated that frozen foods mean to the food industry from the farmer to the retailer and the consumer have always led to extravagance of statement and claim by many of those in the industry. It is important in evaluating frozen foods that one remember that they are not exempt from any of the basic requirements of food packing and distribution.

"In other words, the product must be good, it must be something the consumer wants, it must be sold at a price the consumer will pay, and at the same time yield a profit to the retailer, the distributor, the packer, and the farmer. It must further be a product that will lend itself to freezing without being harmed and there must be a reason for freezing it.

Product Knowledge Essential

"It is an important truth also that the mere knowledge of freezing techniques does not qualify a man to be a frozen foods packer. It is essential he also have the knowledge of handling the product he is packing.

"The man who can pack frozen strawberries is not necessarily the man who can make a success of packing fish or meat or citrus or cooked products. A knowledge of each of these products and of the chemistry of the product and of the proper method of handling it is essential if one is to produce an ultimate frozen product which will satisfy and meet the demands of the consumer.

"I do not mean to say that one packer cannot produce a broad line of frozen foods, but I do say that if he does, he must have the special knowledge necessary for each product and that mere freezing techniques do not qualify him across the whole field anymore than any other method of preservation would qualify a man to be a multiple product packer.

Low-Temperature Space Costly

"It is important, too, that you, as retailers, know the source and quality of the products you handle because the space which you allot to the keeping of these products during the time they are in your stores is expensive. It must be low-temperature space and to produce low-tempera-

ture space in your store where the customer can approach it and serve herself, costs money.

"The cabinet makers, I think, have done an excellent job, both in the efficiency of their equipment and the attractiveness of its appearance, but they alone will not do the job of moving goods through the cabinets, and packages that stay for any length of time in your store are not profitable items for you. They may not spoil, but they are occupying limited and expensive space and they may block the volume which might be done if all items moved at a reasonably fast rate through the cabinet to the consumer.

"I have seen cabinets with so many and such a variety of brands, known and unknown, in them that the customer helplessly confused, pawed through the different packages and disarranged them in her attempt to get one she knew and recognized and was willing to buy. Such actions always result in a still more disorderly and confused display for the next customer.

"The variety of products now being packed also presents a problem to you. Fruits, vegetables, meats, fish, cooked meals, dairy products,

Segregation Practiced Here



The plan of "separate cases for various types of frozen food products" has been carried out in the Jewel Tea Co.'s new store in Park Forest, Ill., a suburb of Chicago. Shown above are the Hussmann cases for frozen fruits and frozen vegetables. Other low-temperature display cases are devoted to frozen poultry, frozen fish and seafood, and frozen juices, respectively.

juices, all are at present sold through the same cabinet. In my opinion, this situation will become more difficult and aggravated rather than less. New products will come on the market and the volume of present ones will increase.

"I believe the time will come when you will have to have different cabinets for different types of products—say, one for fish, meat and cooked products, one for fruits and vegetables, and even possibly one for fruit juices," he emphasized.

Butchers Seen Shifting From Retail Stores to Meat Packing Houses

DETROIT—Foreseeing a trend toward the centralized packaging of frozen meats for distribution to retail outlets, Hugo Slotkin, president of Hygrade Food Products Corp., recently predicted that in from three to 10 years, butchers in retail stores would be a thing of the past. Slotkin expressed his views in an interview published in the *Detroit Times* recently.

Instead, they would be in the packing house, preparing cuts for freezing, he believes.

Slotkin revealed that Hygrade, seventh largest meat packing concern, was getting in on the ground floor and is already freezing beef and pork cuts, chicken, meat stews, veal goulash, and fish items under its own label.

The company's biggest job now is educating the public to the value of using frozen meats and meat products.

When that job is accomplished, he foresaw a greatly increased consumption of meats in this country.

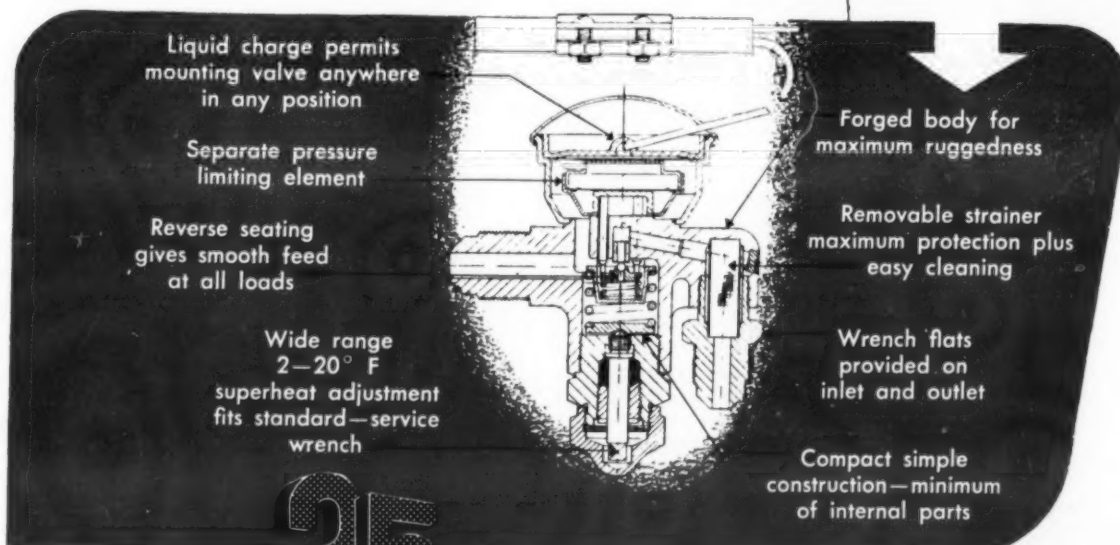
"Today we're the Tiffany of the frankfurter trade," he declared. "But we aim to be the Hattie Carnegie of frozen foods."



—That's what service men who've tried it say

The 402 is engineered expressly for small commercial fixtures (capacity up to ½ ton F-12, and up to 1 ton Methyl Chloride). Only 4-3/16 inches high, it's easy to install in "tight" spots... yet it's accurate and troublefree.

The diagram below shows you 8 good reasons why so many service men prefer the ALCO 402 to other small expansion valves. Compare its construction—then order one from your wholesaler and watch it work.



Liquid charge permits mounting valve anywhere in any position

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Reverse seating gives smooth feed at all loads

Wide range 2-20° F superheat adjustment fits standard—service wrench

Forged body for maximum ruggedness

Removable strainer maximum protection plus easy cleaning

Wrench flats provided on inlet and outlet

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Turntable Accents Window Display



This 8-ft., electrically-powered turntable in the Hub Appliance Co.'s window has been credited with a large volume of appliance sales. It revolves 24 hours per day at the rate of one revolution every two minutes. At times the turntable has been used for stunt demonstrations, such as a shorts-clad model operating a dit-down ironer, while the turntable revolved.

Folsom Named To Manage G-E's Home Laundry Div.

TRENTON, N. J. — Elwood E. Folsom, Jr., has been appointed manager of the Trenton Works of General Electric Co.'s home laundry equipment division, it has been announced by Harold Sargeant, division manager of manufacturing.

Folsom had been quality control engineer for the G-E Appliance & Merchandise Department of Bridgeport, Conn. until a year ago when he went to Trenton.

Revolving Stage Attracts Attention on Busy Corner

LOS ANGELES—An 8-ft., electrically-powered revolving turntable, which is part of the window display, has been responsible for an excellent volume of refrigerator, home freezer, and other major appliance sales for Hub Appliance Co., here.

The turntable was made a permanent part of the store when Louis Toien, head of the firm, completely remodeled at a cost of \$95,000 two years ago. With a "hanging" glass front consisting of huge panes of glass slanting up from sidewalk to marquee, the right side of the building features a half octagon shaped window, which projects out to the sidewalk to form a small stage 12 ft. across.

The turntable revolves in this semi-circular window, 24 hours a day, making one revolution every two minutes. It is 8 ft. in diameter, covered with yellow rubber tile with steel binding around the edges, and is powered by a 3-hp. electric motor, enough to revolve three heavy appliances simultaneously.

With the building exposed to some of the heaviest traffic in central Los Angeles, Toien usually displays a "three-piece ensemble" of refrigerator, range, and washing machine on the turntable, which, because of its constant motion, gets attention when ordinary displays would not.

The turntable was designed and built by Paul J. Toien, son of the president, now a civil engineer with the Los Angeles City Council, and an expert in electrical engineering.

Occasionally, the turntable is used for "stunt demonstrations," such as a shorts-clad model operating a sit-down ironer, while the turntable revolves slowly.

"We simply figured that the same turntable idea which has helped jewelry stores and department stores would work on a larger scale with major appliances," Toien said.

'Script' Auction Stunt Doubles Store Traffic

DENVER — Issuing "script," imitation money, \$1 of which is given to customers for every actual dollar spent in the store, and allowing customers to bid with it on a monthly auction held in the store, is a stunt which has attracted attention for the South Gaylord Appliance Co., here.

Developed in combination with other retailers in a small Denver shopping community, the plan has more than doubled the actual number of customers visiting the store since early 1950, and has resulted in a heavy sales increase as well.

The script, printed in blue and white, resembles \$1 bills, and is issued in amounts from 10 cents to \$10. Each customer is given an amount which exactly corresponds with her actual cash purchase.

Once a month, the store holds an auction during which valuable merchandise is offered to customers holding large amounts of script. The script is used to bid on the purchase of an item. Household goods, small electrical appliances, and cameras are offered, and bids have gone as high as \$500 in script.

A turnout of hundreds of people for the monthly auction insures plenty of fun for everyone, and the management is certain that by utilizing this plan, many sales which otherwise would go to other parts of the city are held in the neighborhood.

'Homemakers Festival' Leads to Biggest Week For Detroit Dealer

DETROIT — A three-day "Homemakers Festival" on Westinghouse appliances drew more than 1,700 women to Grinnell's in late April and made the week following the "biggest of the year" saleswise, according to C. L. Sivyver, appliance manager.

"We are very pleased with the results of this promotion," Sivyver stated about 10 days after the event. "Business was excellent last week and is still continuing at a very high level."

The "Festival," held in the appliance department on the seventh floor of this downtown music house, consisted of three demonstrations per day on cooking, food freezing, and laundering, and showings of Westinghouse films of that company's products.

Home economists from Westinghouse put on the demonstrations. "Every single demonstration was well attended," Sivyver asserted.

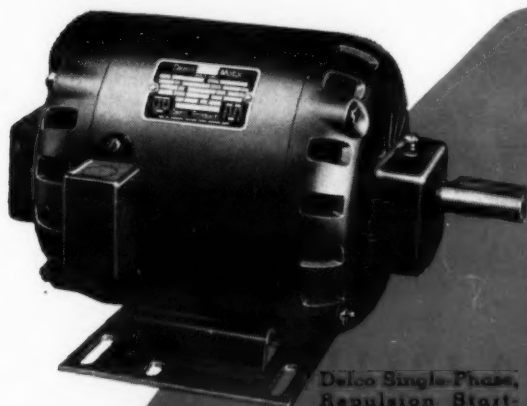
Women who came were asked to register and the registration cards gave them a chance to win prizes.

Grinnell's advertised the "Festival" extensively both before and during the event. It used four large newspaper advertisements, direct mailed outsize postcards, banners on delivery trucks, and window displays.

DELCO MOTORS

**especially engineered for refrigeration
and air conditioning equipment**

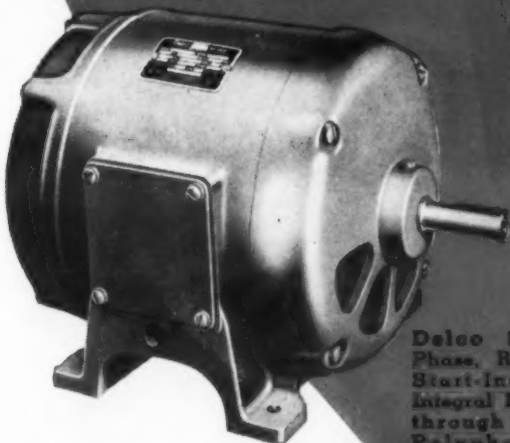
Delco motors—both open type and hermetic—bring to each installation a long recognized reputation for *quiet operation, extra-life and dependable service*. Delco offers *flexibility of facilities* to assist manufacturers to meet changing market conditions. Delco motors are backed by a nationwide service organization, which includes large stocks in the field. Contact Delco Products, Dayton, Ohio, or the nearest sales office.



Delco Single-Phase Repulsion Start-Induction Fractional Motor, 1/4 through 1/2 h.p. Also available in these sizes (only) with Condenser start.



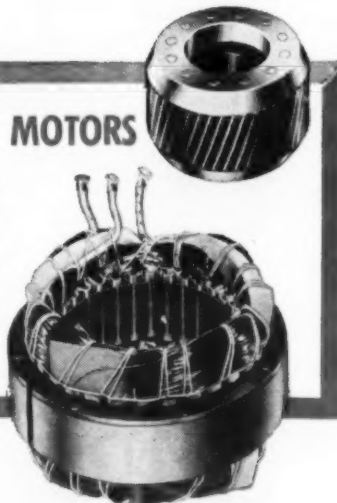
Delco Single-Phase Fractional Motor with current-limiting Capacitor, 1/4 through 1/2 h.p. For Blowers and open type Compressors.



Delco Single-Phase Repulsion Start-Induction Integral Motor, 1 through 5 h.p. Polyphase Integral, 1 through 100 h.p.

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See the Deluxe models in 9.2, 12.5, and 18.5 cubic foot sizes.

*Healthful Living
Through
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INSIDE DOPE

by GEORGE F. TAUBENECK

Concluded from Page 1, Column 1

New and Discontinued Businesses with Fewer Than Four Employees

NEW BUSINESSES

Year	No. (thousands)	% of Total
1940	384.1	89.4
1941	463.8	89.6
1942	378.7	92.6
1943	140.7	86.0

DISCONTINUED BUSINESSES

Year	No. (thousands)	% of Total
1940	417.7	96.5
1941	461.5	96.0
1942	653.5	96.3
1943	366.1	92.8

It can be seen that most of the business withdrawals, whether from failure, voluntary dissolution, selling out, or whatever the cause, are concentrated among small firms which have enjoyed less than three years of business life.

Why should this be so? Well, persons who have made a study of bankruptcies point to three basic factors in small-business failures:

One is that the eager, new entrepreneur fails to arm himself with sufficient capital to run his particular enterprise. He starts out with more hope than money—and so, when the sledding gets rough, he finds himself bereft of both hope and capital before he can figure out what knocked him out.

Another problem: the newcomer fails to choose a good location for his business. He is inclined to rent the first or cheapest place he can find. By asking a few questions first, he might have discovered that other businesses just like the one he is launching had tried that spot before and could not make a go of it. Unknowingly, he has two strikes against him before he bats.

Again, he may not have sufficient experience in the line of business he is opening to make it pay. He risks his money without knowing how to play the game.

Every time a real businessman assays these basic factors, he discovers that one common element plagues all: neophytes lack of information.

The hopeful fellow who yearns to start his own business fails to ascertain what it is going to cost him to run this business, and how much initial capital it will require. He assumes a cavalier attitude toward his prospective location, its history and prospects. And he does

not inform himself sufficiently (about how his business should be conducted in order to make money) because he disdains to read his trade papers.

The uninformed man builds his business on sand. When the going gets tough, he will be the one represented by a statistic in the "discontinued" business column. The informed man can join that elite group whose businesses grow and prosper because their managers are alert. Moral: To stay in business as a dealer, read and study the best books and trade papers you can get!

Americans Are Stubborn

All through the ages Kings have handed out special privileges to their loyal followers. In medieval times, for instance, nobles and aristocrats were granted large tracts of land by Kings in return for their political support. And in our own country, both Wall Street and John L. Lewis frequently have asked for (and obtained) special privileges from Washington and Albany in return for contributions to political campaign funds.

America's economic and political system is the best yet to appear on the horizon, however, because our forefathers bequeathed us a remarkable Constitution, and because we make it difficult for the Champion to keep his Crown. Americans always take the side of the "under dog." (At the same time, because they are too busy to vote, they allow political machines, labor unions, and "pressure groups" to push them around.)

Americans are not easily "taken in" by pompous pretensions, but they do have an unshakable faith in the corrective powers of Law. And so, if a prosopod Law expresses good intentions, we believe that its passage automatically will achieve its objectives. That's how dumb we are. When trying to thwart particular abuses, usually we overlook the fact that human nature is lawless. For example: in the case of Prohibition, estimable and praiseworthy intentions were written into national legislation with complete disregard to the needs and wants and habits and escape-mechanisms of a still-lusty, vigorous, pioneering people.

We have followed a similar course in reference to labor legislation. Because inarticulate workers were exploited 40 years ago by greedy stockholders, considerable legislation (which puts organized Labor in the driver's seat) has been enacted in recent years which "turns the tables" much too drastically. For Wall Street we have substituted the Fort Shelby hotel in Detroit (where the UAW-CIO satraps hang out and foregather).

In labor legislation, as in the case of Prohibition, we have disregarded human nature in our eagerness to correct so-called "weaknesses" of our

legal structure, and to give the "under dog" a better break. We forget that when the "under dog" is placed on top, he'll be selfish and mean, too—because he's human.

In consequence, much of our Labor legislation has been based upon the undemocratic principle of maintaining the status quo, and of granting special privileges to the politically blessed. We have perpetuated unfairness in our anxiety to ameliorate past wrongs.

How have we done this? Well . . . Labor Unions are recognized by Congress as being a special class of people—and hence they are authorized by law to engage in controversial activities—which, if indulged in by ordinary folk, would land the latter in jail.

This double standard of legal immunity is a return to the "jungle law" of the medieval world. Thus it is that palpably unfair statutes which give special privileges to Unions are essentially reactionary.

In the Seventeenth and Eighteenth Centuries, any person's inherited status in the social structure determined the morals to which he genuefacted, and the type of life he was predestined to lead. If he happened to be a Priest, his perquisites and duties were outlined in advance—likewise, if he were a Duke. Lesser boons and obligations were foreordained for those who were born to be serfs and peasants. Whatever the father had and did, the sons followed suit.

That's how it was a hundred years ago.

But times have changed. Nowadays there are but two classes—those who are organized politically, and those who aren't. And just one class enjoys special privileges today.

In the United States, there is one law for union members, and another law for other citizens. And that's all brother.

As of the present, Union Labor leaders comprise an unprecedentedly privileged class in the United States. To be specific, the following immunities-from-prosecution can be cited:

Goon-squad ex-pugilists prevent the exercise of free speech at union meetings through the exercise of brute strength. And they cow dissenters, during union elections, by threatening independent-minded union members with bodily harm. Thus it becomes difficult for a rank-and-file honest man to exercise his democratic franchise in union affairs. He may be a brave man, but he's no fool—so he either rides along with the forceful minority, or he doesn't attend the meetings.

Many unions publish no financial reports, and some unions seldom stage conventions which the rank-and-file member can attend. Consequently, the coercion, milking, and victimization of dues-paying unioners becomes easy. Most union officials exercise a monopoly on hiring and firing; hence they fatten their treasuries by selling work permits to job applicants. Here are a few random samples of this knavery:

Workers have been expelled from their unions for petitioning a state legislature for reconsideration of a full-crew law; for giving honest testimony when subpoenaed as a witness; and for bringing suit for the restoration of misappropriated union funds.

Corporations are prohibited, and rightly so, from contributing to political campaign funds under the Hatch Corrupt Practices Act. But is this Act applied to Labor Unions?

Why no! The United Mine Workers of America contributed half a million dollars to Mr. Roosevelt's 1936 election campaign. And Roosevelt was re-elected.

As that law is now administered, labor organizations remain immune from prosecution under the Corrupt Practices Act. Is that fair?

Even to the mythical "innocent bystander" it is now apparent that the special legal privileges of Labor are sufficient in their scope and aggregate effect to set Labor apart from the rest of us. Union members comprise the first privileged class in American history.

Our cherished principle of equality under the law has been wholly abandoned to political subterfuge and expedience. One law is applied to Union officials, and another law to ordinary citizens. That's how matters stand today.

To be sure, Organized Labor comprises a minority group; nevertheless, it intimidates politicians mightily. Its phoney dominance derives from political perquisites which have given Labor much more power than it deserves in proportion to its numbers.

Political domination by a minority group, achieved through the adroit use of money and calumny, is a threat to democratic institutions and to the maintenance of a free society. We cannot long maintain a government based upon special privilege without suffering first the impairment, and then the loss, of our liberties.

If Unions continue to increase in power, ultimately they will force the cartelization, socialization, and consolidation of all business enterprises. And when this happens, the authoritarian state will be here in fact.

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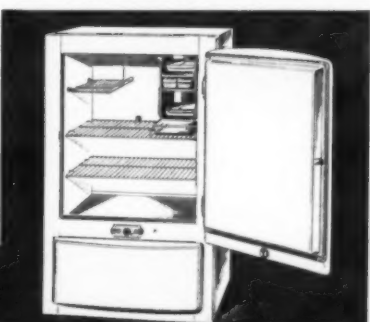
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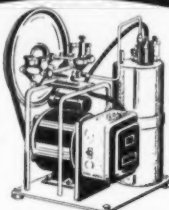
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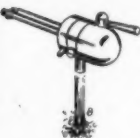
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Who's To Handle Sales and Service of Frozen Food Cabinets?

Contractor Group Advances Strong Argument For Confining Sales to Equipment Dealers

By Harry W. Goodhart, The Premier Refrigeration Co., and Secretary, Maryland Association of Refrigeration Contractors, Inc.

We in the refrigeration business are in the midst of a great transition period. One that is just as great as the swing from radio to television in that field. One which is proving to be the greatest stimulus in the refrigeration equipment industry since the change from ice to electricity.

The change is, of course, in the food merchandising method. The swing from serve me to serve yourself, from the closed in and hidden way of selling to the open display.

Added to this is the great newcomer—Frozen Food. Frozen food as we know, has been with us for the past 15 years or so but its presence and importance had become most apparent during the war, and its acceptance has grown by leaps and bounds ever since.

By virtue of this, there lies before us the greatest potential for the sale of any one type of refrigeration equipment that we have seen in many years.

This fixture is the frozen food self-service cabinet—the fixture along with its products that has become a must in every food store today.

Skip 'Blind Storage' Phase

Those merchants who have been selling (more or less) frozen food from an ice cream cabinet or closed chest are now installing this self-service merchandiser in either the open or glass top style. Those who have never sold frozen food before are skipping the coffin stage and immediately installing the self-service type.

With this change there follows for the grocer an increase in volume which is almost unbelievable, an increase which runs from 100 to as

much as 500 per cent in almost every instance.

The foregoing is to attempt briefly to bring out what a splendid opportunity we have before us.

But, there is a dark cloud on the horizon.

There are some people selling frozen food cabinets who are not regular cabinet distributors and who are not rightly justified in selling such cabinets. These are the people who are using our product as a football and who are directly harming the regularly established cabinet distributors and indirectly harming the manufacturers and the ultimate consumer.

How Present Problem Arose

These people, as we all too well know, are some of the frozen food distributors. This in itself is bad enough; then to make matters worse they are sold at or slightly above cost to our own prospects or customers. This leaves us, the factories' only regularly established representatives out of the race, we're left at the post and go down without even a fighting chance.

But they are not solely to blame, for it takes two make a bargain.

The other parties to this short-sighted and unfair practice are some of the manufacturers, possibly the very ones we represent. We who are plugging their products and ALL their products are being sold down the river by this type of manufacturer. We who maintain a merchandise display, a service department, sales department, who advertise, promote, and build goodwill are being by-passed in their greediness for business.

This type of manufacturer is there-

Distribution of frozen food cabinets to retail food stores is in a controversial status in many parts of the country. The issue is simply this: a number of frozen food wholesalers have taken up the practice of obtaining a source of supply for frozen food merchandising cabinets and are selling them to food stores at cost or slightly more than cost.

Refrigeration equipment dealers decry this practice, claiming that one of their sources of livelihood is being made a "football" for the competitive practices of another industry. They also point out that frozen food wholesalers who distribute cabinets are putting out equipment that is often inadequate to do the job, and that they don't know what they're letting themselves in for in terms of service liability and related headaches.

On this and the next several pages Air Conditioning & Refrigeration News presents several viewpoints on the controversy. One important element in the presentations—they offer several fine hints on how dealers can improve their selling techniques on frozen food cabinets.

fore willing to enter into an agreement with some of these frozen food companies whose primary purpose, of course, is to sell their own frozen food products. It is possible that these frozen food companies are not particularly interested whether the freezer is of good quality or bad, whether it gives satisfactory service or is economical to operate.

No future fixture business will come from their sales. They are not interested and therefore do not try to promote any.

Can Hurt Food Processor

If the purchaser of the cabinet does not receive the type of service that he is entitled to, he then becomes an ambassador of bad will and makes matters still worse for the dealer and distributors of that brand, which in turn, is reflected back to the factory.

These manufacturers instead of only permitting this business to go through their regular and reliable channels—their own dealers and distributors whom they have control

over, become blinded by the sight of what looks like otherwise unobtainable big business.

This in reality they would get anyway or at least a very large percentage of it; plus the additional sales which tie in with or stem from these freezer sales.

The times are few and far between where a sale was lost to a frozen food company that the idea was not originally implanted in the grocer's mind by a refrigeration distributor dealer's salesman. The sale was lost by the salesman only because the frozen food company submitted the above mentioned low price.

Also the manufacturers' products would be handled and promoted by men who are experienced in that field, men who are vitally interested in selling commercial refrigeration, of which selling this commercial refrigeration is the very life blood of their business and not just incidental to it or as a lever for promoting something more important.

Dealer Has Primary Interest

The distributors' interest starts at the factory assembly line, follows through and does not stop even after the freezer is installed in the final purchaser's place of business.

These are the men who can do the manufacturers the most good. Sound business reasoning should dictate that on any long range basis this is the only way to achieve the most desirable results.

So the final over-all volume would be greater, the refrigeration equipment business would stay where it rightly belongs and the manufacturer would not be tempted to stoop to unethical and unfair trade practices.

And last but not least they would retain the goodwill of the refrigeration industry as a whole.

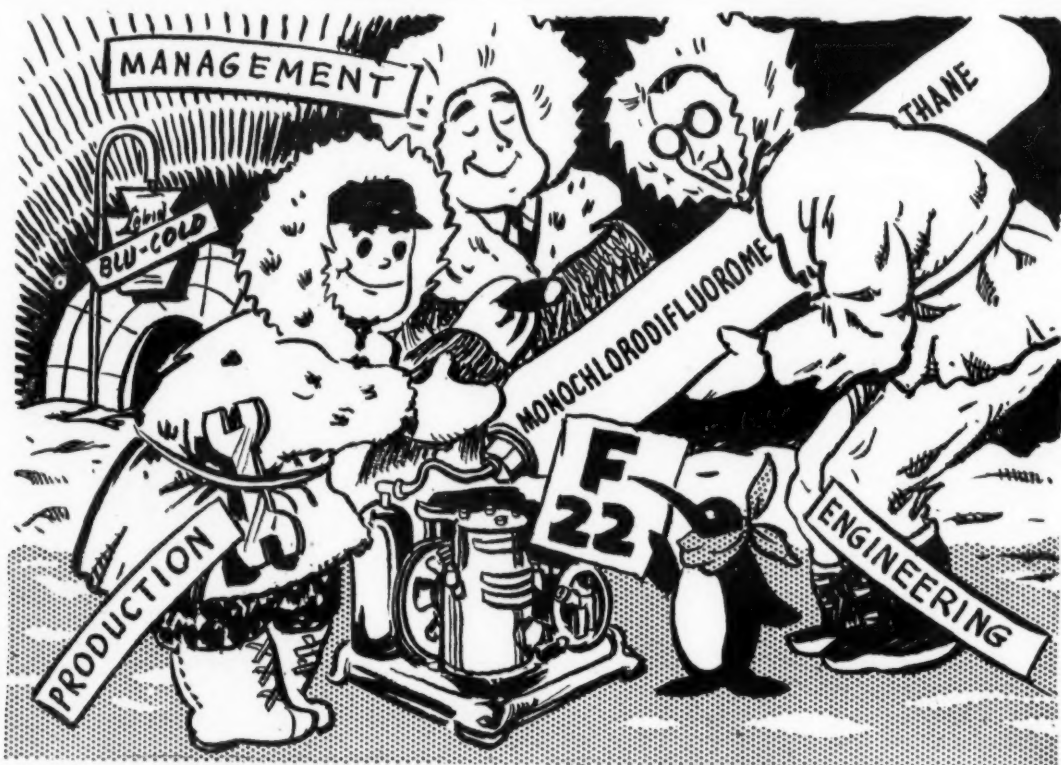
Fortunately there are still some manufacturers whose policy is to sell frozen food cabinets only through their regular distributors, this is a commendable position that should be recognized.

Situation Needs Airing

It is quite obvious that something will have to be done by the regularly established refrigeration dealers with regard to this threat to their business by some of the very manufacturers who would in the long run profit most by faithful cooperation with their dealers and we welcome any suggestions as to how this matter can best be dealt with.

It would, of course, be beneficial to all parties concerned to know just how widespread this practice is and any information in that direction will be most helpful.

We solicit the position taken by all manufacturers on this issue with comments from all interested parties.



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compact in size but giant in capacity. Their small mounting dimensions make them ideal for "self-contained" use in ice-cube makers, chest or reach-in freezers, or freezing rooms. Their "excess" capacity gives a big safety margin and their rugged construction and oversize parts assure long life and the minimum of service problems. ★ If you have a low-temperature problem let the LEHIGH TEAM help you!

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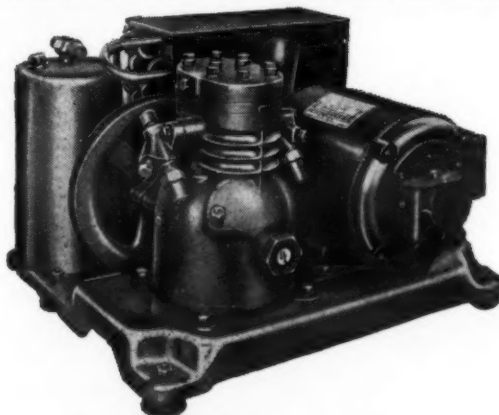
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Is Dealer Making Correct Moves To Hold the Business?

Frozen Food Distributor Explains Method of Cooperation with a Refrigeration Dealer

NEW YORK CITY—"To those dealers who are bewailing the action of some frozen food wholesalers in selling cabinets to stores, I'd like to put some questions," said Charles Q. Sherman of Refrigerated Equipment Sales Corp. here.

"Unless they can answer all those questions in the affirmative, I don't think they should be complaining that they're up against an unbeatable situation."

Can He Say 'Yes' to These?

Here're the questions:

1. Had the dealer made any effort to enlist the active cooperation of the frozen food wholesaler and his salesmen in selling the dealer's cabinet line to food stores that had need of them?

2. When they found a frozen food wholesaler who was selling cabinets, did they make any attempt to go and see him in person, and tell him why and how it would be better business for him to leave the cabinet business to the commercial refrigeration dealer?

3. Did they make any effort to sell either the frozen foods firm or the store owner on the fact that it would be much better for him to put in a real frozen food display case, rather than the "blind" type of cabinet that the wholesalers are peddling to dealers?

Charlie Sherman has been selling refrigerated equipment, particularly to the frozen foods and dairy industries, for about as long a time as anyone in the industry. He thinks there is somewhat of a parallel between the story of soda fountains and frozen food merchandising cabinets.

Working with the Food Men?

The story is well-known of how ice cream manufacturers, when the mechanically refrigerated cabinets first came into being, got into a "hot" competitive fight and began placing their cabinets in stores which would handle their product. (A policy which many ice cream manufacturers have since regretted, Sherman says, stating that the head of one big chain has a standing offer of a million dollars "to anyone who can tell me how I can get out of the cabinet business.")

Soda fountains would have seemed the next logical step on this "give-away" deal because those ice cream "stops" with fountains were among the largest volume-producers for the ice cream manufacturers.

Sherman says all attempts at moves in this direction were halted before they reached any alarming "giveaway" proportions because of effective action by dealers, with the cooperation of manufacturers of equipment.

One of the main elements in the dealers' success in keeping soda fountains in their hands was the fact that they enlisted the aid of ice cream company salesmen to "bird-dog" leads for them. They paid off the ice cream salesmen for the leads that resulted in sales, but in Sherman's viewpoint such payments have helped dealers to preserve a part of their business.

"How many dealers have attempted to enlist the aid of the salesman for frozen food wholesalers?" Sherman asks. "I'll bet the percentage is amazingly small."

"And how many have made any attempt to talk to the frozen food wholesaler who is in—or thinking about getting into the cabinet business? To tell him of all the problems involved, and to explain to him that he will be setting up the food merchant with a cabinet that will be too small for his needs, and which won't do the right kind of a job of holding frozen foods volume?"

It is his opinion also that dealers have not recovered aggressive selling habits sufficiently to go about holding leads properly.

In the old days, he says, "it was a hard-and-fast rule that every member of the sales organization had to make a certain number of cold calls a day, no matter how many 'live leads' he was developing. It was a rule that he turn in a report on those calls daily."

Today a salesman will drive 50 miles to work on a 'live lead,' and pass 20 prospects on the way without ever giving them a look-in."

DETROIT—By cooperating closely with a local commercial refrigeration dealer, Fairmont Foods Co., important distributor of frozen foods here, has worked out a mutually satisfactory means of seeing that the retail food markets have proper display and storage equipment for frozen foods.

"If we were selling our own cabinets we'd have to have our own service and installation men," declares Keef Brown, sales manager, "and that would also mean that we would have to assume full responsibility for the cabinets."

There is still a certain amount of implied responsibility that must be assumed by Fairmont, he indicated. It more or less naturally follows that the store owner who has purchased a frozen food merchandiser recommended by Fairmont will look to the frozen food distributor to make good if anything should go wrong.

"But we've had no trouble with equipment failure," Brown is glad to report.

This happy state of affairs, Brown believes, comes from the fact that care was taken in selecting the commercial dealer and the line he represents

No Written Contract

There is no contract between Fairmont and the commercial refrigeration dealer—simply a verbal agreement that Fairmont's salesmen will turn over leads for frozen food merchandisers to the dealer while he in turn will give them leads on frozen food sales possibilities plus a small commission for leads that are developed into sales.

In general, it is implied by Fairmont that the refrigeration industry has made available highly satisfactory equipment for the frozen food retailer.

"The big problem in the frozen

food industry is getting the retail merchant to really merchandise frozen foods," declared K. A. Kinkel, assistant manager of Fairmont.

Frozen Foods Need Promoting

"The average small independent retailer, yes and even the largest chains, don't spend as much effort in promoting frozen foods as they should. The attitude seems to be: 'well, there are the foods all wrapped up; they'll sell themselves.'"

While this may be true to a certain extent, this attitude and the reluctance on the part of most retailers to actively merchandise frozen foods prevents their full potentialities from being realized, Kinkel said.

"Of course," he continued, "this may still be part of the reaction to 1946 when everyone got into the frozen food packing business and as a consequence harmed the industry by putting out frozen foods of poor quality."

Essentially, though, Kinkel thinks this poor merchandising is due chiefly to apathy on the part of the retailer.

Fairmont's salesmen—there are 13 of them—spend as much time as they can urging their "stops" to push frozen foods, but their time is

limited, points out Brown. They all work on straight commission and are pushing cottage cheese, butter, eggs, and conventional cheeses in addition to frozen foods.

That frozen foods have greatly increased in popularity, however, is a good sign, Brown says.

"Our men are adding new stops all the time, and today we have frozen food retailers in every section of the city, compared to 8 or 10 years ago when our only outlets were in the very wealthy neighborhoods and apartment house districts."

The fact that few retailers today put forth much effort to take advantage of Fairmont's monthly "specials" on frozen foods still proves somewhat discouraging to both Kinkel and Brown.

Every month Fairmont sends bulletins to the retailers showing current prices and offering one or two special items practically at cost, Brown explained.

"We know that if the housewife picks up the special she'll also buy additional packages of frozen foods at the regular price. Why more merchants don't take advantage of this by promoting it to their customers is hard to figure out," Brown said.

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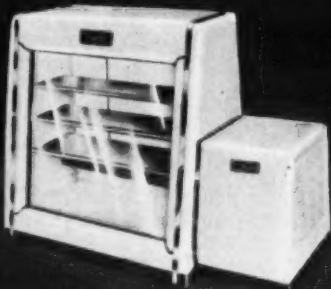
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Who's To Sell Cabinets?

Pioneer Processor That Leased Cabinets Points Out Some of 'Headaches' Involved

NEW YORK CITY—"Speaking as an organization that was once active in supplying cabinets to food stores, and then got out of it, it can be said that the organization has no further appetite for that kind of a deal."

The speaker was a member of the headquarters sales staff of Birds Eye-Snyder Div. of General Foods Corp., whose official position on the cabinet situation is "we do not now have any cabinet deal, but it is not a closed matter." In other words, Birds Eye Div. does not at present give, sell, or lease cabinets to food stores, but is leaving the question open in the event that a competitive situation might force a change in their thinking.

In the "pioneering" days of frozen food retailing in the 1930's Birds Eye had developed a special display case which it made available to food retailers on a lease basis. This program was discontinued in the early years of the War, and was not resumed after the end of the War. It is significant, though, that as long as four years after the program had been discontinued, the Birds Eye organization was still running into problems resulting from its venture into the cabinet business.

The following are some of the main "headaches" that will fall to the lot of the frozen food wholesaler or processor who supplies merchandis-

ing cabinets to the food merchant, as was discovered in the Birds Eye experience.

1. The food store proprietor gets behind on his payments.

This brings about the meanest sort of relationship between the salesman whose principal job it is to sell frozen foods, and the storekeeper who owes the salesman's firm money for a piece of store equipment. The salesman is representative of a "bill collecting" agency in the eyes of the storekeeper, who probably has something of a guilty feeling about the payments, and this results in his wanting to have as little as possible to do with the salesman.

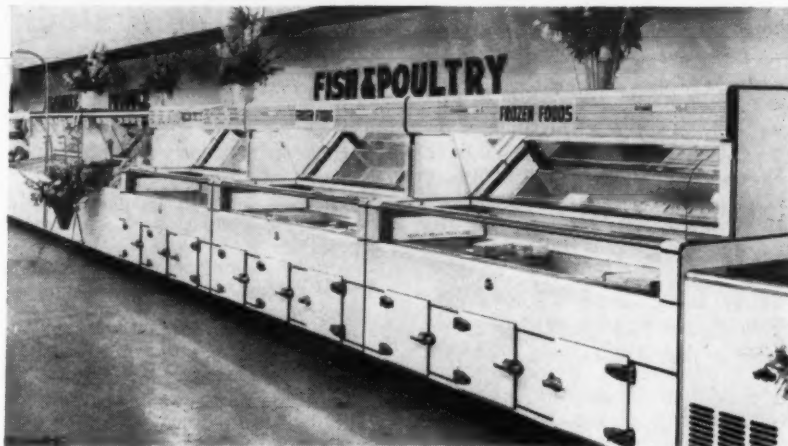
2. Other brands of frozen food make their appearance in the cabinet.

This is naturally disturbing to the salesman for the frozen food supplier that made the cabinet available to the store owner, and again tends to disagreeable relationships between salesman and merchant.

3. The demand for servicing attention on the cabinet, even after all payments have been made (if terms are set up in that manner) and the warranty (if any) has run out.

The store owner tends to look to the organization that put the cabinet into his hands for service, even after all logical reasons for their assumption of any service obligation have

This Way Or This?



Many authorities in both the frozen food and commercial refrigeration equipment fields believe that the growth of frozen foods retailing will be served best by the installation of modern, adequate display cases of the type (at the left), Tyler cases installed in the "Your Food Store" market at Espanola, N. M. They question whether the industry is really being served by the offering of the small Orley cabinet (at right) by a processor such as Honor Brand. It is understood that the cabinet will be sold by Honor Brand distributors, with one exception, a Pennsylvania distributor who plans to rent out cabinets.



expired. This can result in considerable annoyance to the frozen food firm, and another jolt to the relationships between vendor and customer if service is not supplied when demanded.

4. Question of liability in the event of a complete breakdown that results in the loss of the store owner's merchandise.

This is an unusual, but not impossible, happenstance, and the consequences are obvious, since it is not a general practice to make provision for such contingencies when the merchant is supplied with a cabinet.

The situation today is such, it is felt, that cabinets are needed (other than in newly erected markets) primarily in such stores as have not as yet been selling frozen foods, or in stores which have been selling the frozen products, but need more or larger equipment to handle expanded trade on this type of item.

In either instance, it is not felt that the type of cabinet supplied through a frozen food wholesaler would be adequate for the job, because the general practice has been for the wholesaler to supply any kind of equipment, regardless of its merits as a merchandising fixture, merely to get something into a store in which the retail food merchant could keep frozen foods.

The refrigeration equipment dealer, it is reasoned, is interested in selling the storekeeper the best possible equipment, not only from the selfish standpoint of trying to make the largest dollar volume sale, but also to insure that the dealer makes a successful go of selling frozen foods, so that he won't have to pull the equipment.

Can't Tie Retailer Down

Another point—and a very important one for the consideration of those frozen food processors or wholesalers who are contemplating a plan for putting cabinets into food stores, is the question of just how much such a move can legally be used to influence the merchant to use the cabinet to display one particular brand of food exclusively.

It is the considered opinion of those who have had experience with similar deals that unless the food processor or distributor retains full title to the piece of equipment, with the right to remove it from the premises of the person using it, the storekeeper would have the right to stock it with any kind of products he desired, even to the exclusion of the brand sold by the firm which put the case in his hands.

Where the merchant acquires any sort of interest in the equipment, he becomes free to use it in any manner he sees fit, the legal argument might evolve.

Where the food firm would give or lease the equipment to a food store proprietor, no violation of the Robinson-Patman Act prohibiting discrimination between customers would be involved, if the offer were made to all who could become eligible (by virtue of doing a certain volume of business, etc.).

'Loan' Deal 'Impossible'

The idea that frozen food distributors can handle a proposition such as leasing or loaning cabinets to outlets (in which case they might be able to make it mandatory that only their products be displayed in the fixture) is generally considered to be out of the question. Well under 20% of the present list of frozen food distributors would have the capital to swing a deal of such proportions, it was stated.

"Look at it this way," explained one authority. "A wholesaler with any kind of a substantial operation has to have about 1,000 outlets. If only 10% qualified for the cabinet deal under the sales-quota terms or other qualifications that he set up, that would mean that the distributor would have to get out 100 cabinets, or an investment of around \$50,000. The margins in the frozen food business don't justify that kind of an outlay."

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You'll find that your next refrigeration or air conditioning job will run smoother and last longer if you let your wholesaler supply you with a complete line of Superior valves and accessories.

Many others have found that Superior-engineered products save them time and money in installation and repair costs when they are used as initial equipment on the job. Globe valves, Line valves, Economizers, Driers, Sight Glasses and a host of quality Superior products are made in a number of types and sizes assuring good performance in any size refrigeration system. Remember always to specify Superior for all your new equipment and replacement parts—and let your local wholesaler do the entire supply job.

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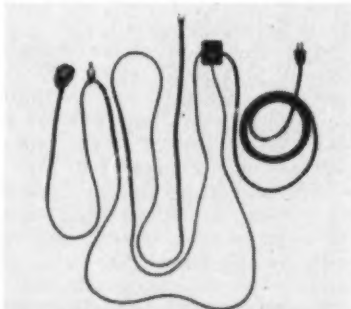
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You can save wiring expense on any electrical appliance or product you make—with UNILECTRIC Wiring Systems!

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UNILECTRIC Wiring System for Refrigerator

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Pioneers in the Development of Approved Wiring Systems and Components

Declares 'Best' Food Firms Want Dealers To Equip Markets

UTICA, N. Y.—"The wise frozen food wholesaler is interested in seeing to it that food stores have the best possible equipment for displaying and storing frozen foods, and that's why he leaves the cabinet business to the commercial refrigerator dealer," comments H. R. Averill of Averill-Mangan Co., commercial refrigerator dealer here.

The "top flight" frozen food distributors in his territory, Averill says, aren't in the cabinet business. They realize that the commercial refrigerator dealer is interested in selling the food merchant the right kind of equipment for progressive merchandising of frozen foods, and that the equipment dealer will also be responsible for the continued proper operation of the fixture which he has sold.

It's generally only the "fringe" type of frozen food distributor—using any means to get a foothold in the business, that tries the "cabinet deal." When ice cream manufacturers were taking a crack at the business, they often got into the cabinet business, a kind of a holdover from the process of leasing ice cream cabinets, but in his territory the ice cream companies are not so prominent in the business today, Averill further states.

"When a frozen food distributor sells a food merchant a small, 'blind' storage type of case that may be poorly made or with insufficient refrigeration capacity, he not only retards the chances of doing a real volume of frozen food business, but he may actually kill chances of frozen foods succeeding at all by endangering the quality of the product.

"I mean there is actual deterioration in quality if the equipment fails to hold the right temperatures, this being particularly true of fruit packages, and the customer will notice it and not only quit buying frozen foods at the store—but he will quit buying that particular brand that the frozen food wholesaler has been promoting," Averill concluded.

Freezer Sales Up 300%, Says Webber Appliance

INDIANAPOLIS — "Our freezer sales are just three times better this year than they were at this time last year," Robert C. Webber, manufacturer and inventor of the Webber home freezer, declared recently.

He said that his company, Webber Appliance Co., Inc., finished a new 4,000 sq. ft. building for the manufacture of freezers on the first of February. He added that the firm is still crowded for space and plans to start another 4,000 sq. ft. building in June or July.

Pig with Every Freezer

NIAGARA FALLS, N. Y.—The Hill Equipment Corp. here has promoted the sale of Ben Hur home freezers by offering a 30-lb. pig free with every freezer sold.

HOUSEHOLD REFRIGERATOR PLANT WANTED

I wish to purchase a complete plant for the manufacture of household refrigerators, with or without dies. Machinery must be in top condition. If machinery and price are right, am prepared to deal without hesitation. Am also looking for a production engineer. Herbert Ratner, 1454 Amsterdam Ave., New York, N. Y.

BETTER COILS...
FOR BETTER COOLING

Marlo BALL BONDED
COILS

Two Don't, One Does

Syracuse Frozen Food Distributors Give Reaction on Handling Cabinets

SYRACUSE, N. Y.—Are frozen food distributors seeking to take over the sale of low temperature display cases to their retail outlets?

That question put to three frozen food distributors here brought a resounding "no" from two distributors and an affirmative answer from one.

Robert Robinson, Jr., manager of Frosted Food Sales Corp., stated unequivocally that his firm "has no intention of handling frozen food cases unless we are forced into it."

"Maintenance is too expensive for us to handle on the small discounts we get on frozen foods," he explained. "I have had experience with this in Albany and I know it doesn't pay."

"We will stick to frozen foods and let someone else take care of the cases. If the ice cream companies didn't handle the cabinets, they

could sell ice cream for 15 cents a pint."

Robinson indicated that he did not want to handle cases on either a sales or rental basis.

"When he rents a cabinet, the retailer doesn't care what happens to it. He doesn't keep it up. And then when something goes wrong, he wants service at all hours."

Leon Smith, vice president of S. M. Flickinger Co., Inc., which supplies a chain of local grocery stores, stated flatly: "Our company is not and has no intention of going into the fixture business." He did not elaborate.

A. L. Cougler, manager of the ice cream and frozen food department for the Dairymen's League, Inc., however, declared that his firm was at that time negotiating for a line of frozen food cases to sell.

He indicated that the dairy would sell the cases outright, not rent or give them away. He stated that the dairy was not going to get into the financing end of the deal. Arrangements with a local bank were being made to take care of this.

"I feel it is a good thing for the frozen food distributor," Cougler averred. "We have tried it before, and when the retailer has a frozen food case in his store, it has raised frozen food sales by 400% when placed in a good traffic location."

Cougler said the dairy would give a one-year service guarantee with the case. After that, the retailer was on his own.

Canvass, Show Prospect Other Installations, Ohio Dealer's Formula

DAYTON—Cold canvassing is the method used by Fager Commercial Refrigeration Co. to sell frozen food display cases in 13 southwestern Ohio counties.

"We get 95% of our sales that

way," says G. D. Fager, owner. "There are three salesmen who each have an exclusive territory. They do their canvassing with sales literature and display books. Then, if the prospect seems sufficiently interested, we take him to see one of our installations in another store. He talks with the owner and we use this method as a sales clincher."

In selling, Fager uses only a small showroom and would rather show a prospect an actual installation than a display model. He believes this is far more effective than "dead" models on a showroom floor. His salesmen are compensated by a drawing account in addition to commission.

With each installation, he furnishes a year's free service. At the same time, he thoroughly instructs customers on the use of each case, which are equipped with removable cold plates. The customer is instructed on their proper removal from the case and the defrosting procedure using cold water. The plates are taken off the dividers separating each section and easily slipped back on. They are held in place by simple tension.

Everybody Gets MORE Out of JORDON LOW TEMPERATURE EQUIPMENT

"America's Modern Complete Line"

9-12-17-26 Cu. Ft. MODELS
Display Panel Optional



Model M17 Illustrated Above—Length 76". Height (less superstructure) 36". Depth 29". Capacity 17 Cu. Ft., 625 Std. Pkgs.

Heavy duty construction. Low temperature operation permits removing doors during rush hours. Stainless steel top, apron, door-frame and door tracks . . . vapor-sealed, rigid, all welded construction. Thermopane, sliding glass doors. Baked, white, "auto-body" finish. Extra heavy insulation. Full color, illuminated food subject illustrations. Open top models have superstructure and deflector wings.



Models M9—M12 Length 54", Height (less superstructure) 38". Depth 29". Capacities: M9—9 Cu. Ft. 360 Std. Pkgs. M12—12 Cu. Ft. 480 Std. Pkgs.

Model M26 Length 107 1/2", Height (less superstructure) 36". Depth 29". Capacity 26 Cu. Ft.—1040 Std. Pkgs.

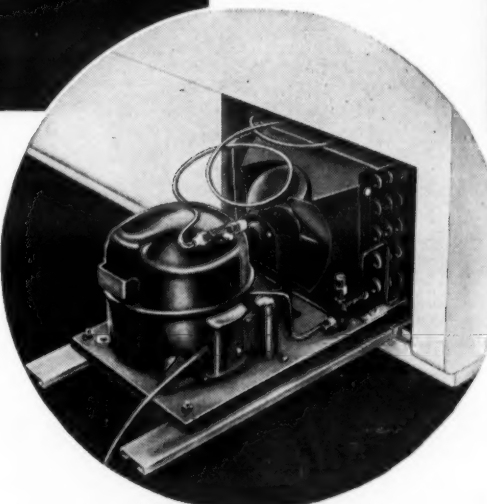


Illustration above shows pull-out hermetic unit . . . Permits easy inspection and servicing.

POWERFUL WARRANTIES PROTECT ALL

5 YEAR FROZEN FOOD SPOILAGE WARRANTY. Protects, compensates against spoilage due to mechanical or operational failure. Included at NO EXTRA COST.

5 YEAR WARRANTY ON HERMETIC SEALED UNITS. One year warranty on complete cabinet and additional four year warranty on unit.

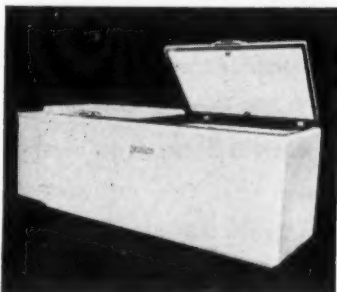
PLUS Exclusive Service Reserve Feature
Write For SPECIAL BULLETINS

Sectional—Metal Clad WALK-IN COOLERS & FREEZERS



Standard, factory made sections including self-contained condensing unit panels. Simple construction permits fast erection on location. Full range of sizes and combinations to meet all requirements.

CHEST STORAGE FREEZERS 9-16-20-30 Cu. Ft.



Heavy duty equipment protected by JORDON Triple Warranties. Counter-balanced lid. Spring release latch. Padlocking provisions. Automatic interior light. All-welded steel construction. Vapor sealed seams.

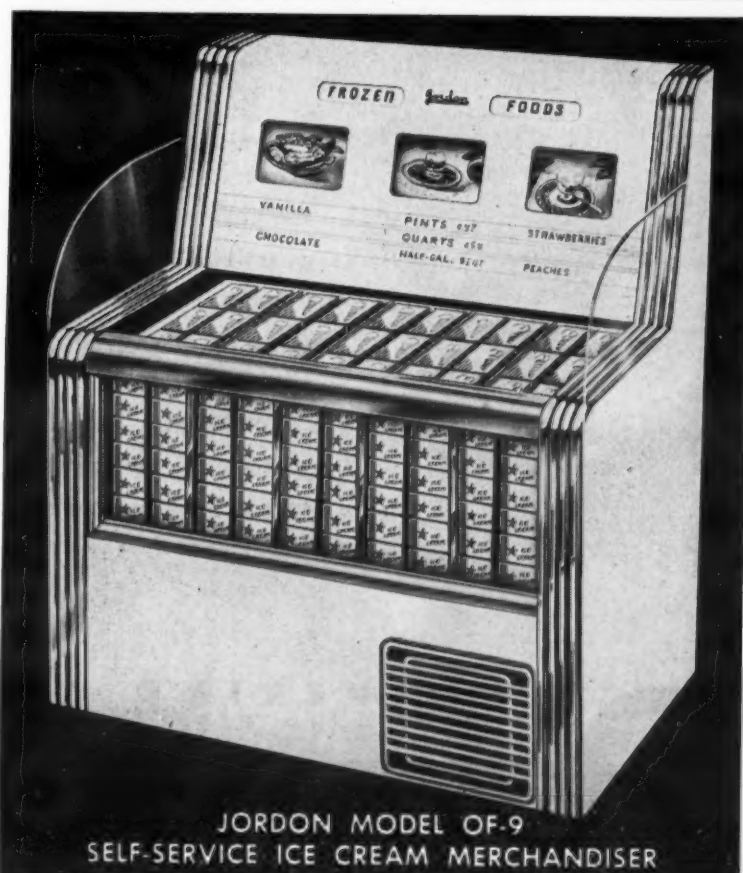
Leading Sales Maker For Packaged Ice Cream and Frozen Foods. The New JORDON OPEN TOP • GLASS FRONT • SELF MERCHANDISER

• Larger top opening to display full contents and make access easy • Wrap-around cold-coils on all three walls—plus refrigerated divider plates • All-welded vapor sealed steel construction • Quadruple THERMOPANE, air sealed, display glass • Superstructure brilliantly lighted by Slimline

tubes—illuminates entire display area • Full color, interchangeable, product illustrations • Lavish stainless steel and chrome trim • Plexiglas draft deflectors • Casters available to provide mobility • Hermetic unit pulls out on tracks for easy servicing.

General Specifications

HEIGHT, 58 1/2" (with superstructure). LENGTH, 54 1/2". DEPTH, 30". CONDENSING UNIT, 1/2 HP Hermetic. CAPACITY, approx. . . Packaged Ice Cream—Over 300 Pints; Packaged Frozen Food—Approx. 320 Standard Packages. INSULATION, 4 1/2" non-settling Fibreglass.



JORDON MODEL OF-9
SELF-SERVICE ICE CREAM MERCHANDISER

Jordon
AMERICA'S MODERN COMPLETE LINE
JORDON REFRIGERATOR CO.
Factory and Sales Division
58th St. and Grays Ave., Phila. 43, Pa.
CABLE: "JORDONREF" BEIgrade 6-4510

Exclusive Export Distributor . . . CANNON & MILLER, 55 W. 42nd St., New York • Cable: CANANWILL

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700 Series

Set an entire week's program in advance with this 7-day Calendar-Dial Time Switch. Provides individual settings for each day of week. Ideal for control of automatic Heating, Ventilating and Air Conditioning Equipment in public buildings, schools, churches, factories, etc. SPDT... DPST... and DPDT Models.

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America's Largest Exclusive Manufacturer of
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FAST MAIL SERVICE!

Speedy, friendly same-day service from our large, complete stock of...
REFRIGERATION, AIR CONDITIONING
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2 Stores for Better, Faster Service

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Who's To Sell Cabinets?

Frozen Food Distributor, Who Also Operates as Full-Time Commercial Equipment Dealer, Explains His Side of Story

GRAND RAPIDS, Mich.—Although many distributors of frozen foods throughout the country say they have no desire to sell or lease cabinets to their retailers, Frost-Pack Distributing Co. here has not only been selling frozen food merchandisers since 1938 but since the war has been pushing other types of commercial refrigeration equipment.

The firm, however, is given the credit for having successfully pioneered frozen foods in this territory. "When we started out to wholesale frozen foods back in 1938," recalls E. E. Hoekzema, president of the firm, "there were practically no frozen food cabinets in use. We attempted to work with local refrigeration distributors, but they weren't very much interested in doing the pioneering work."

"So we were soon forced to realize that if we were going to sell frozen foods we would have to provide merchants with equipment to store and display them. In general," says Hoekzema, "the missionary work was done by the frozen food people. We created the desire, and now others are trying to get in on the gravy."

Frost-Pack has apparently done a pretty good missionary job, for Hoekzema estimates that his firm has sold more than 1,000 frozen food cabinets in the 12 years it's been in business.

"We probably reached our top pace early last year when we sold 30

STORE NAME		ADDRESS *	
OWNER		TYPE OF BUSINESS	
CALL BACK		SEND LITERATURE	
<input type="checkbox"/> Restaurant <input type="checkbox"/> Misc. <input type="checkbox"/> Drug <input type="checkbox"/> Food			
INTERESTED IN	All Purpose Display	Meat Display	Vegetable Display
	Ice Cream Cabinet	Beverage Cooler	Push Carts
CUSTOMER'S SIGNATURE	Dairy Case	Walk-In	Reach-In
	Store Planning Service	Produce Dry Rack	Steel Shelving
	Frozen Food Case	Self Serve Meats	
DATE			

The men who drive Frost-Pack Distributing Co. frozen food trucks regularly turn in cards of this type filled out so salesmen can follow up leads they come across.

cabinets in January and 30 more in February," he says.

Since 1940 the firm has been a full-line distributor for Weber Showcase & Fixture Co. although until the end of World War II it did little more than push the frozen food merchandisers in the line. Since the war Frost-Pack has also been selling the Cunningham frozen food display cabinet and promoting the regular Weber

commercial items.

Equipment sales are handled by a department that is kept entirely separate from the frozen food and grocery wholesaling end of the business.

There are two salesmen selling the equipment and two servicemen handling the repairs. The latter are sometimes aided in shop repairs by the four refrigeration operating engineers who man the warehouse system.

"While we are primarily interested in selling frozen and other foods, we take a decent markup on the refrigeration equipment we sell," Hoekzema emphasizes.

He admits, however, that to get equipment in a store so his firm can sell its foods, it will sometimes stretch a point when it comes to price.

Nothing Is 'Given Away'

"But we certainly don't give it away."

Besides selling frozen food cases and other refrigerated fixtures, Frost-Pack has also done a few complete store remodeling jobs for the smaller stores.

"If we run into a big one we turn over the layout problem to Weber's engineers for assistance," Hoekzema explains.

While the two salesmen in the equipment department do all the selling, they depend to a considerable extent on the firm's 15 drivers for leads. There are five refrigerated trucks for frozen foods, five for groceries, and five for the restaurant trade. In all, they are calling on more than 1,000 "stops."

This means, Hoekzema points out, that the route drivers are making 30 to 40 stops a day, just trying to sell foods, which doesn't really leave them with any time to sell equipment, too.

The drivers are encouraged, how-

ever, to turn in leads, for which they receive a "finder's fee" when the deal is closed.

To facilitate this Hoekzema devised the card shown here. In turning in leads drivers actually hand in this card properly filled out. It provides space for the store name, address, owner's name, type of business, whether the salesman could call back or merely send literature, and "boxes" to be checked to show what the prospect is interested in.

Included in the latter are 14 items plus two blank spaces covering such things as meat display, vegetable display, frozen food case, push carts, steel shelving, self-service meats, etc.

At the bottom of the card is a line for the prospect's signature and date. Reverse side of the card has space for the signature of the salesman (driver) and date, "remarks," and states:

Signature Means 'Hot Lead'

"Frost-Pack salesman: (A) must fill in card; (B) check items customer most interested in; (C) get customer's signature for confirmed prospect, and (D) be sure to date card."

That reminder to get the customer's signature is an important one.

"If the grocer signs the card then we know that it's a hot lead," Hoekzema explains, "and the equipment salesmen go to work on him immediately. If the driver hasn't taken the trouble to have the grocer sign the card then we know that the prospect probably isn't a 'hot' one."

As to the actual closing of sales for frozen food merchandisers, the Frost-Pack president indicates that sales aren't too difficult nowadays.

"We used to have to sell frozen food cases and frozen foods themselves to the grocer on the profit story, but now that's not so important, chiefly because everyone buys frozen foods today."

"The grocer realizes that if he doesn't sell frozen foods his customers will be buying it elsewhere."

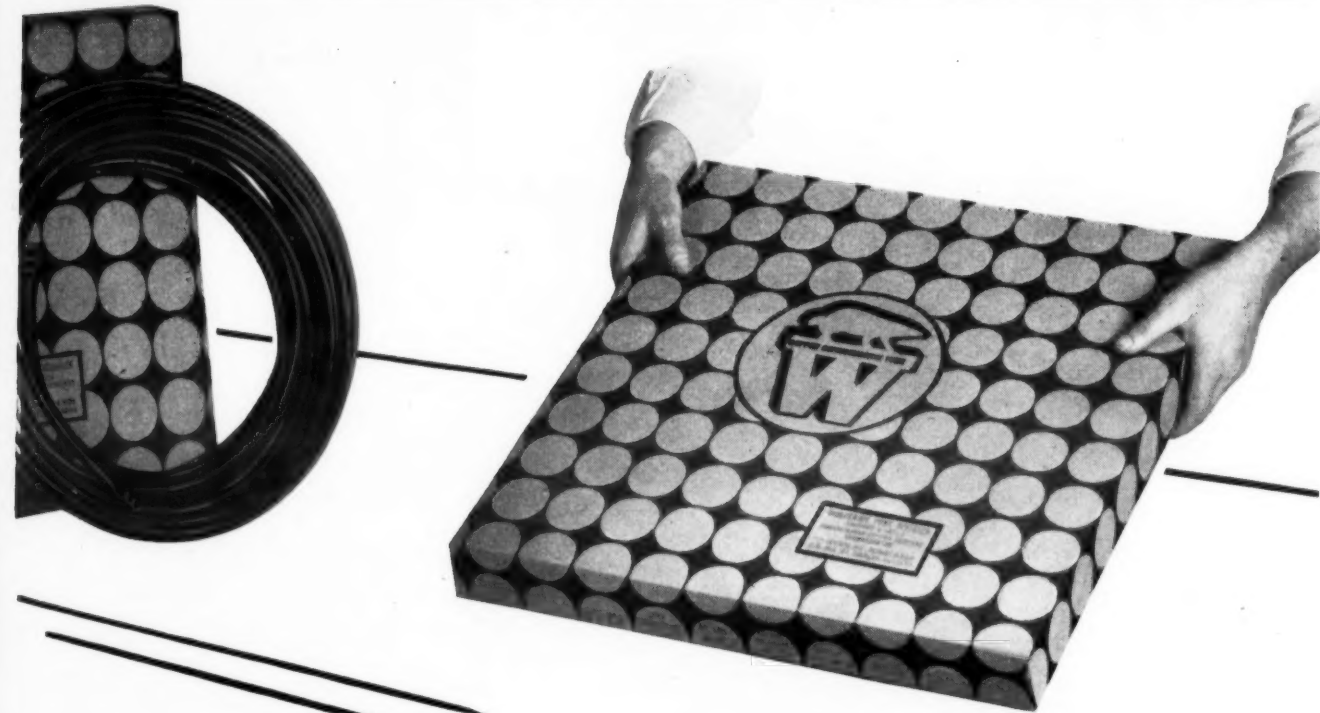
"What we do stress now is the no-loss angle on produce which frozen foods have to offer. In the typical 'Pop and Mom' store, losses on produce can be extremely important. With frozen foods, however, this possible loss is eliminated. And frozen foods put fresh produce in season all year-round."

"With frozen foods, too, the small store can now profitably carry seafoods and poultry every day of the week, instead of just on weekends or not at all. This builds trade and profit for the smaller food retailer."

REFRIGERATION UNITS WANTED

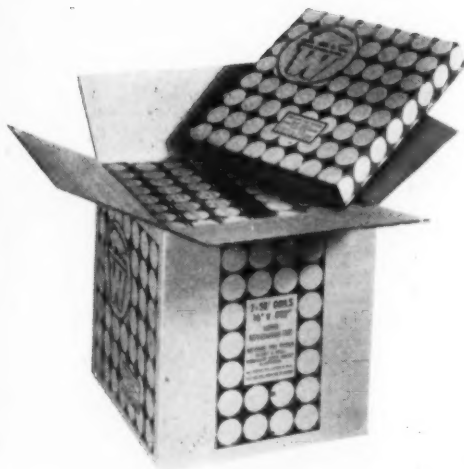
Desire to purchase 1/2 to 1-HP Sealed or open type; standard brands; Complete condensing units; Also parts; Give full details.

HARWOODE EXPORT CO.
31 E. 4 Street, New York 3, N. Y.



Wolverine Copper Refrigeration Tube

is Easy to Sell



There are many distinctive qualities possessed by Wolverine copper refrigeration tube that make it comparatively easy to sell—to mention a few: it is easy to bend, it is uniform, it is clean and dry. You can depend upon its giving you an extremely long period of efficient performance.

It comes to you carefully packaged in individual cartons of 50 foot coils. All of them individually protected by a master carton.

WOLVERINE TUBE DIVISION

CALUMET AND HECLA CONSOLIDATED COPPER COMPANY

MANUFACTURERS OF SEAMLESS NON-FERROUS TUBING

1413 CENTRAL AVENUE

DETROIT 9, MICHIGAN

STOCKS AVAILABLE IN ALL WOLVERINE MILL DEPOTS: DETROIT • DECATUR, ALA. • HOUSTON • LOS ANGELES • LONG ISLAND CITY

MORE PROFITS with the HOWARD LINE

ADVANCED DESIGN—SELLS ON SIGHT

FROZEN FOOD CASES

With Thermopane Roller Glass Doors. Sizes 12, 14 1/2, 16, 19, 24, and 29 cu. ft. capacities. Available with or without Super Structure, Self-Contained. 5 Year Warranty on Compressor. Also 5 Year Insurance Against Food Spoilage.



ICE CREAM CABINET

Double Row with Increased Gallonage Capacities. Hermetically Sealed Unit with 5 Year Warranty. For use as Storage or Hardening. Stainless Steel and White Enamel.



Write for Catalog and Prices on Frozen Foods Cases
BEVERAGE COOLERS
REACH-IN—WALK-IN
MEAT—VEGETABLE CASES

ICE CREAM HARDENING CABINETS

SELF-SERVICE MEAT—DAIRY VEGETABLE CASES

WALK-IN COOLERS

HOWARD REFRIGERATOR COMPANY, INC.

507 ARCH STREET, PHILADELPHIA 6, PENNA.

'A Gift from the Gulf'

Texas Firm Ships Frozen Seafood Delicacies In Gift Boxes Anywhere In United States

HOUSTON — Low temperature which quick freezers seafood delicacies within a few hours after the catch has made possible a unique merchandising operation for Emmett's Seafood Co., 2704 Austin St. here.

Emmett's, since early 1949, has been specializing in "seafood gift packages." The packages which weight 10 lbs., are shipped all over the country, and include shrimp, oysters, gulf trout, red snapper, red fish, flounder, and other favorite seafood.

After the initial test period, success came so rapidly that the "seafood gift box" is being advertised nationwide, according to Emmett Weinberg, general manager of the firm.

Sales have increased so rapidly that a large part of the seafood firm's distribution is now involved in gift packages, rather than ordinary commercial supply, Weinberg indicated. He sells such gift packages as 5 lbs. of fresh shrimp and 5 lbs. of gulf trout at \$9, 5 lbs. of shrimp and 5 lbs. of red fish at \$9, or 5 lbs. of jumbo shrimp and 5 lbs. of flounder at \$9.

Any combination of any two seafoods may be worked out, or the customer may put through a special order, and receive as many as six varieties, all quick frozen in a single gift package.

The process has actually been in operation for more than three years, according to Weinberg. However, it was not until the Christmas season two years ago, when the first gift packages were distributed nationally.

The company is now running colorful newspaper advertisements in Texas newspapers, featuring the slogan "A gift from the Gulf." Copy explains that all gift shipments will be iced and packed and sent in special containers by Railway Express anywhere in the U. S. All of the choice fish available are listed in one column, which makes it simple for the customer merely to make checkmarks in ordering a seafood package.

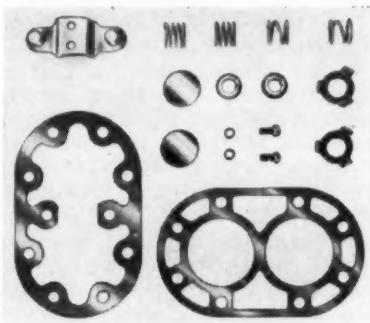
Weinberg buys all of the seafoods

from commercial fishermen, who must guarantee to deliver their catches directly to the Emmett dock within a minimum number of hours after the original catch. The fish are then culled, cleaned, and moved into a 20 by 14-ft. freezer, held at from -10 to -15° F.

Various assortments of seafoods are worked out before the freezing process begins, and it usually requires only two or three hours for the seafood to freeze.

Blocks of seafoods are wrapped in waxed paper and shipped in a foil-lined gift container, which, with crushed ice, will protect the fish on trips as long as 2,500 miles. For relatively short runs, the quick-frozen, 10-lb. gift packages are being shipped by mechanically refrigerated express trucks.

Repair Package



Delavan Kit Eliminates Problem of Selection

DES MOINES, Iowa—Valve plate repair kits which include necessary reeds, discs, springs, screws, and gaskets for repairing any designated valve plate, are now being offered by Delavan Mfg. Co. here. The idea of the kits was suggested by a number of Delavan jobbers.

The kits are intended to eliminate the necessity of selecting the individual parts from stock.



Sherer-Gillett frozen food cases located in front of basement escalators at Weinstein Co., Inc., San Francisco department store.

Dept. Store Puts Frozen Foods Cases by Escalator

SAN FRANCISCO—Weinstein Co., Inc., prominent San Francisco department store located at 1041 Market St., is making it easy for customers to shop for frozen foods.

Three model 2508M Sherer-Gillett frozen food display cases, totaling 24 ft. of open, self-service display, have been installed in this new store in front of the basement store escalators.

The new frozen foods department is adjacent to the liquor department.

The installation was arranged by Sherer's West Coast sales manager, Charles R. Rogers, in conjunction with Shirar-Young, San Francisco Sherer distributor.

Spurs Sales by Lending New Box During Repairs

PHOENIX, Ariz.—Floyd Ikard, of Ikard-McMindes, Frigidaire dealer here, recently promoted the sale of refrigerators by offering to let service customers use a new model free while their's was being repaired.

A newspaper advertisement announcing the offer stated:

"Floyd Ikard Says: 'If your old refrigerator needs rejuvenating' . . . we'll fix it and you can use absolutely free one of our brand new 1950 model Frigidaire refrigerators while yours is being repaired.'"

The advertisement also stated that the firm offers "consistently better trade-in allowances" and "terms to suit you."

Flying Disks Talk Back To Promote Home Show

COLUMBUS, Neb. — "Flying saucers" were employed to publicize the Home Builders and Home Appliance Show held here May 11 and 13 with 31 dealers and distributors securing display space. The show was sponsored by the Columbus Chamber of Commerce.

The flying saucers were dumped from airplanes over eastern Nebraska just prior to the show. There were 4,000 of the disks, each about 6 in. in diameter. Made of heavy paper and in varied colors, each carried the following message:

"I am a Columbus flying saucer—discussed, cussed, talked about, laughed about, and in the news every day. But I am the real thing; Just present me to a Columbus merchant on Wednesday, May 10, and I will reward you."

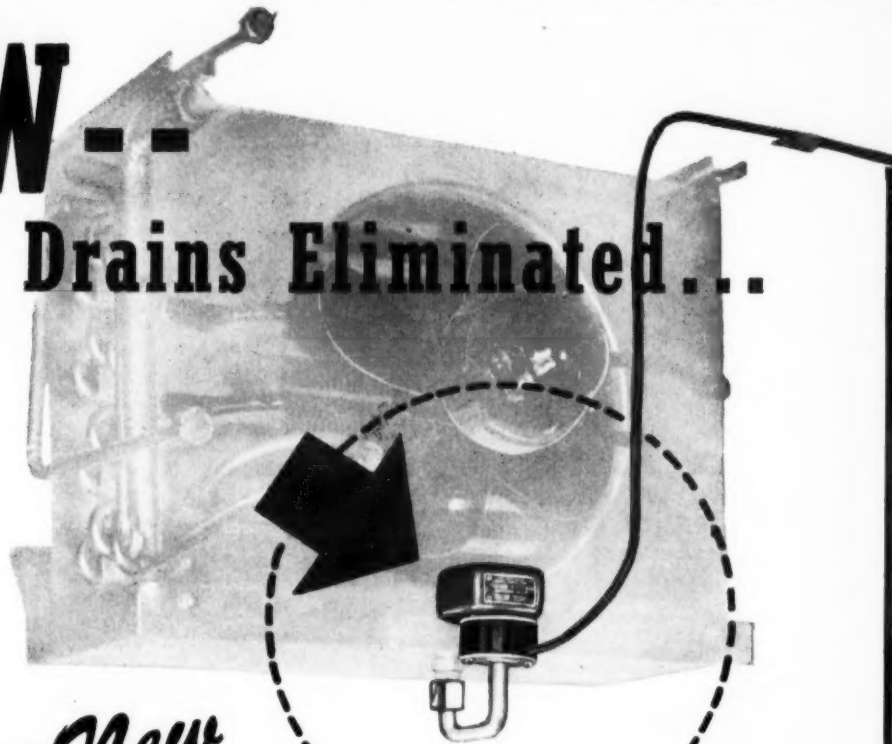
A free dance was held each evening at the City Auditorium.

Blythe Opens South Side Branch In Chicago

CHICAGO—H. W. Blythe Co., one of Chicago's pioneer wholesalers of refrigeration parts and equipment, has announced the opening of a new branch on Chicago's South Side, located at 7730 South Halsted St.

"Milt" Smith has been appointed manager. A complete stock of refrigeration and air conditioning parts, tools, equipment, and supplies is maintained. The telephone number is RADcliffe 3-0500.

NOW -- Gravity Drains Eliminated...



New PEERLESS DRIP PUMP solves drain location problem for every type of commercial installation

No more dangling drains . . . now the drip drain goes UP and out, overhead, in whichever direction you care to run it. No longer need valuable cooler space be obstructed with drains, nor units be abused by collision with these hard-to-see hazards. The new Peerless Drip-pump is installed in a minute; simply detach present gravity line connection and substitute this lightweight self-mounting pump. The simple trouble-proof impeller pump is driven by a rugged life-time "flea-power" 10 watt motor. Electrical connection is made in parallel with unit fan motor, runs only when unit turns on, uses less current than a small light bulb.

Available immediately in quantity—attach the coupon below to your letterhead and let us rush to you one unit for that installation which you know needs immediate attention. List price \$35.00. Trade discounts.

Typical installation on Dome Cooler.

Installed on flash cooler — keeps everything overhead—out of the way.



For superior performance specify all these PEERLESS products: Flash Plates, Flash Coolers, Dome and Unit Coolers, Ice Cube Makers, Fin Coils, Off Center Coils, Expansion Valves and Capacity Boosters. Write for Details.

PEERLESS of AMERICA, Inc.
1501 N. MAGNOLIA STREET CHICAGO 22, ILLINOIS

PEERLESS of AMERICA, Inc.
1501 N. Magnolia Street
Chicago 22, Illinois

RUSH today one for more () Peerless Drip Pump.

Name _____

Company Name _____

Address _____

City _____ Zone _____ State _____

you will like this
Streamline
DIAPHRAGM VALVE
because



1. Large "Ful-Flo" seat area.

2. Smart new styling.

3. 1 1/2 turns to open or close valve.

4. Stem sealing disc of molded nylon.

5. Perfect diaphragm control.

6. First Prize for shutoff but best in the show.

Over-all height approximately 3 inches.

Ports-In-Line style.

Permanently protected in individual, strong, metal edge cartons.

This sturdy, compact packless line valve has "built-in" long life. The large metal diaphragms have been pressure-tested through over 100,000 complete cycles without a failure.

Designed with Refrigeration service in mind, the oversize seat area practically eliminates pressure drop.

The molded nylon stem disc, tough yet resilient, affords positive shut off with extremely light closing pressure.

A neoprene cushion Back-seal prevents stem seizure and gives double "no-leak" protection with the valve in full open position.

Flared end connections are of sufficient height to allow ample wrench clearance when mounting.

ORDER FROM YOUR WHOLESALER

MUELLER BRASS CO.
Port Huron, Michigan

Conversion Helps Boost Sales 40%



Impulse sales of milk doubled when Stec's Market converted to self-service. Emil Stec is shown above loading one of the dairy cases in his store, which measures only 38 by 50 ft.

Grocer Finds That Even Small Store Can Be Adapted to Self-Service with Right Fixtures

PHILADELPHIA — Almost any size grocery or food market can be converted into a self-service market if the proper fixtures and refrigerated cases are installed, believes Emil Stec of Stec's market here.

"When I first opened my store I thought that it couldn't be converted into self-service because it was only

38 by 50 ft.," Stec admits. "Then I was told by an experienced grocer that it could be made self-service if I would replace my fixtures. I did so and my sales have increased 40% since and my two employees and myself have an easier time waiting on trade."

The wall shelves were the only

fixtures left in the store during remodeling. Four gondola-type displays were placed in the center of the floor. A service type meat case was installed, also a wall dairy case and a refrigerated display case for frozen foods.

Formerly meats, dairy products, and frozen foods were all kept in the service case and in a walk-in box. Most items had to be asked for by customers and there were no impulse sales.

"The service case is now used exclusively for meats," says Stec. "The reason for this type of case rather than an open one for self-service meats is because in the neighborhood trade, meat sales are slower than in a market and it isn't practical to cut up meats and wrap them."

"Customers like individual service and meats cut fresh. For these two reasons we feel that a service case is justified in a neighborhood business and we keep our butcher on duty all day long."

The dairy case was placed directly beside the check-out counter and the frozen foods case directly behind it. Customers see both as they enter or leave the store giving them two opportunities to make purchases from the refrigerated cases.

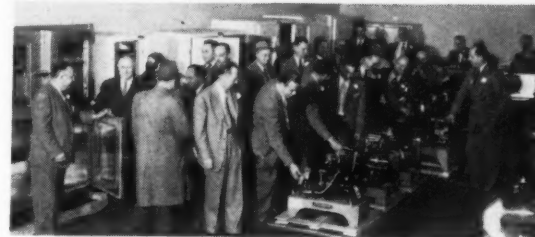
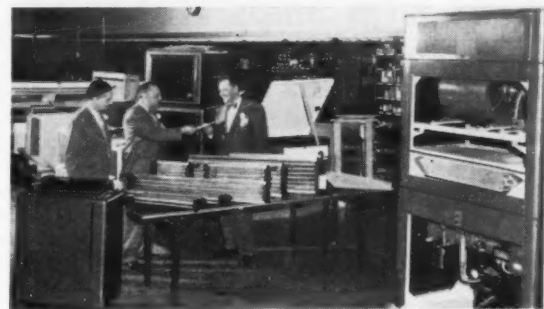
Since the installation of the dairy case, milk sales have doubled and numerous cheeses and other dairy products are selling where they were not handled before because of the slow demand. Now that customers can see these items, they make impulse purchases.

Before the frozen food case was installed, the store stocked only a few items. They were more of an accommodation stock than one for dollar volume. Now with the case in, frozen food sales are an integral part of the business. The case must be restocked every few days and a large variety of frozen food items now is handled.

"Even a small store can go self-serve and enjoy the benefits of this type of selling by installing the proper fixtures and cases," Stec emphasized. "If we hadn't done so, we would never have been able to increase our meat, dairy, and frozen foods sales to their present volume. Our grocery and produce sections have increased sales tremendously, too."

Wholesaler's Spring Showing

Here Hugh Smart (right), of Refrigeration Appliances, surrounded by Krack coils and low side equipment during the spring showing staged by J. M. Oberc, gladly takes an order from Oberc with Eddie Germain looking on.



J. M. Oberc (extreme left), Detroit wholesaler, discusses special features of the Foster reach-in line while others check off sales points of Copeland's larger hermetics during the recent special spring showing staged by the Oberc organization.

Detroit Firm Seeks To Stimulate Interest Of Contractors, Servicemen at Open House

DETROIT — With the object of "creating interest on the part of contractors and independent servicemen right at the beginning of the season," J. M. Oberc, Inc., refrigeration wholesaler here, staged an afternoon spring showing of the firm's lines recently.

A special display had been arranged in the large meeting hall which is part of the Oberc establishment while main display room had been rearranged for this special event.

Attention of visitors as they registered just inside the main entrance was first attracted to a large display of Krack coils, unit coolers, etc., and a self-contained Ameri-Therm air conditioner.

The Oberc organization has just taken on the distributorship for this air conditioner line.

Set up in the meeting hall, along with a small refreshment bar, were displays of conditioners, reach-ins, condensing units, freezers, and beverage coolers.

Featured in the center island were various models and sizes of Copeland machines, including the recently announced larger hermetically sealed Copelametic models.

A whole row of Foster reach-ins, including two-temperature units and stainless steel boxes, was on display along one wall, in addition to an Ameri-Therm conditioner. On the opposite side of the room were featured National beverage coolers and Bevco freezers.

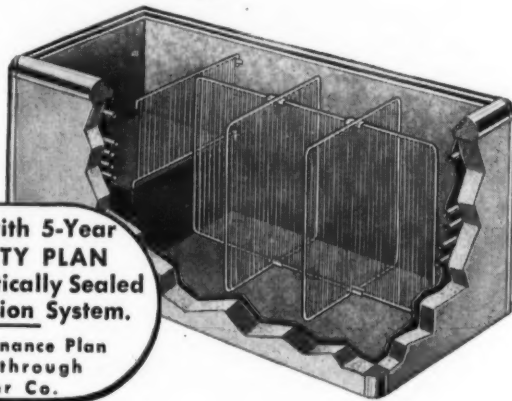
Aiding the Oberc staff in the special spring showing were several manufacturers' representatives, including valve and control men.

Harmon's Becomes Norris, Inc.

GREENVILLE, S. C. — Harmon's, Inc., 533 South Main, has been succeeded by Norris, Inc. The firm will feature International Harvester refrigerators and freezers and various other appliances. Jack H. Norris is president and general manager of the new organization.

AMERICA'S FINEST COOLERS...

"Bevco & Maid"



Now! with 5-Year WARRANTY PLAN on Hermetically Sealed Refrigeration System. Extended Finance Plan available through W. E. Heller Co.

New Model "C" COOLER features ADJUSTABLE DIVIDERS

Bevco scores again with a cooler that provides full depth corded bottle storage! Model "C" combines typical high quality workmanship, materials and outstanding Bevco performance. In line with our aim — "GET MORE FOR YOUR COOLER DOLLAR", Model "C" Coolers take care of greater bottle storage in smaller space. Dividers are constructed so that they can be re-arranged to accommodate bottles and other merchandise of varying sizes. Your dealer will be asking you for this type cooler. Be the first in your territory to show the new Model "C".

MOVES More MERCHANDISE

Bevco Model "C" is available in 3 sizes:

Model C300, 47½" L x 33" H x 28½" W, 300-7 oz., 240-12 oz.

Model C420, 58½" L x 33" H x 28½" W, 420-7 oz., 300-12 oz.

Model C540, 68½" L x 33" H x 28½" W, 540-7 oz., 360-12 oz.

The BEVCO Company, Inc.
3316-28 S. Broadway • St. Louis 18, Mo.

☐ Send more details on Bevco New Model "C" Coolers.

Name _____

Company _____

Address _____

City & State _____

FOR
SHERER
DEALERS
ONLY *

YOU HAVE THE EDGE ON COMPETITION

Your customers get up to 50% savings in power unit requirements

Only half the usual condensing unit hp is needed in Sherer's exclusive new Atomized Air—Directional Flow refrigerators.

Your customers get up to 15% savings in running time

... because the Sherer system re-circulates COLD AIR instead of constantly refrigerating warm air.

Your customers get increased sales volume

Sherer cases build sales. Profit-happy Sherer users report sales increases ranging up to 300%.



SHERER-GILLET
COMPANY
Marshall, Michigan

WRITE
NOW!



Meat Display Cases



Refrigerators



Self-Serve Cases

Sherer dealers have all these advantages exclusively — and many others — to show their customers.

*WOULD YOU LIKE TO BE A SHERER DEALER?

Write right now for details about the complete Sherer line of commercial refrigerators.

Frozen Meat Scraps For Rover a Drawing Card for Restaurant

DENVER—Neatly packaging frozen meat scraps, both cooked and uncooked, for the benefit of patrons' dogs, has built considerable goodwill for the Lantern Restaurant here.

Serving more than 2,000 customers a day, the Denver restaurant features many meat entrees which result in huge quantities of meat scraps in preparation, and much left-over meat and bones following dinner service.

Because the restaurant is located in a large residential area, with a heavy percentage of pet-owners included in the group, the restaurant has made a specialty of packing the meat scraps in double Kraft sacks, two pounds to a sack, which are available free, to pet-owners who are patrons of the restaurant.

However, before the restaurant began freezing these scraps in an 8 by 8-ft. -10° F. walk-in box, quantities of meat scraps had to be thrown away—due to varying requests for the left-overs from day to day. Now, however, all meat scraps are neatly packaged, and placed in the freezer, as one of the final steps in cleaning up at the end of the day.

The frozen scraps keep indefinitely, solve a refuse-disposal problem for the restaurant, have built a lot of goodwill and regular customers, and have helped to draw extra customers.

Air Conditioning, Check Cashing, Drinking Water Feature Indiana Market

MARION, Ind.—Extensive refrigeration facilities and complete air conditioning are included in the new Stanley Shopping Center opened recently on By-Pass at 11th St. here.

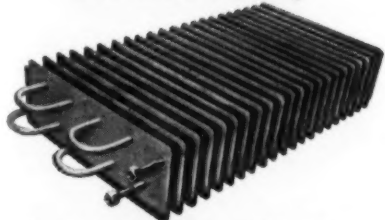
The shopping center is an ultra-modern supermarket that contains such features as public restrooms; public drinking fountain; public lounge; a courtesy booth for cashing checks, checking parcels, buying stamps, and receiving information; telephone booths; magic door openers; and an open air super produce market facing the spacious parking lot.

Refrigeration equipment includes 30 ft. of self-service meat cases, service meat cases, a 12-ft. delicatessen case, 32 ft. of produce cases, 16 ft. of frozen food cases, and 24 ft. of dairy and cheese cases. All equipment, requiring 17 tons of refrigeration, was installed by the Muncie Electric Co., Tyler distributor in this area.

Air conditioning was installed by Kenneth F. Orr Co. of Greenfield, Ind.

The new shopping center was given a rousing send-off with two special sections of the Marion *Sunday Chronicle-Tribune* advertising the grand opening. The two sections ran to 24 pages and contained articles on various feature of the new market.

LOOK to LARKIN for Durability



THE ORIGINAL, PATENTED CROSS-FIN COIL

The refrigeration coil that changed an industry stands today unchallenged for performance, user satisfaction and lasting durability. Made from only the finest materials by skilled craftsmen under exacting standards, every Larkin Coil features imbedded fin-to-tube contact, swaged connection, silfos welded construction, and staggered tubing. Write for complete details.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY

LARKIN COILS

519 MEMORIAL DR. S.E. • ATLANTA, GA.

Food Center Places Low Temperature Cabinet at Each Check-Out Station

SEATTLE, Wash.—Over \$40,000 worth of frozen food products (including ice cream) per year, moves out of the refrigerated cabinets of Cushing's Food Center here, owner Glenn Cushing estimates.

Ice cream accounts for approximately \$22,000, other frozen foods for the balance.

Packaged ice cream is stored and displayed in four locations at Cushing's Food Center. Three of these locations are at the entrance to each check-out counter where 30-gal. dispensing cabinets are located.

The fourth is in the nearby frozen food cabinet, which holds supplies of other frozen foods as well. All are placed to catch the customer at the end of the shopping cycle.

A principal reason for placing ice cream at these points, Cushing states, is that customers are reluctant to pick up a package of ice cream until they have concluded their other shopping.

If they had to pick it up at the beginning of the cycle, many would

neglect to do so for fear the ice cream might soften by the time they reached the check-out.

Moreover, since it is an impulse item, customers are more inclined to buy it after they have purchased the necessities, he points out.

The same reasoning applies in the case of frozen foods, with some modification. Some frozen foods, of course, cannot be considered as impulse items.

However, Cushing points out that placing of the cabinet here, corresponds with shopping habits of most consumers. The shopper will usually look for fresh meats and vegetables first, then fill in from frozen products.

By placing them at the end of the shopping cycle, they are brought to the customer's attention at the moment when she will be most likely to buy them.

Another factor in the success of this department, is the ample refrigerated space which is provided to display a wide variety of frozen items effectively.



Low-temperature cases displaying ice cream and frozen foods are located at the entrance to each check-out station at Cushing's Food Center in Seattle. Proprietor reasons products are "impulse" items, selling best as shopper winds up shopping. Furthermore, it reduces the time that the packages will undergo defrosting, a factor worth considering.

Serwel SUPERMETIC

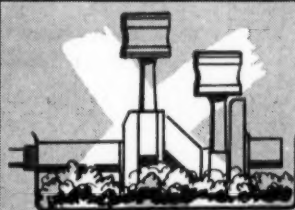
Eliminates Troublesome Mechanisms

(Belts, pulleys, seals)



Eliminates Crankcase Foaming

(Protects efficiency)



Requires No Manual Oiling

(Is Factory Lubricated)



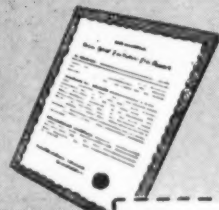
Lightweight and Compact

(Saves Space — Fits any fixture)



Has A 5-Year Protection Plan

(For all fractional sizes)



That's the SUPERMETIC STORY and it can help you!

First...

Supermetic's outstanding performance means dependable operation for your refrigeration equipment.

Second...

you build customer satisfaction that pays.

Third...

you have the extra advantage of a hard-hitting sales story in the Supermetic performance record, PLUS the 5-Year Protection Plan.

You'll find it pays . . . in bigger sales volume, better customer relations . . . to back up your equipment with Serwel Supermetic. Why not get the complete story? Just mail the coupon.

Serwel, Inc.
Electric Refrigeration Division, Dept. A-53
Evansville 20, Ind.

Name (personal) _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Serwel SUPERMETIC

designed for every electric refrigeration
and air conditioning requirement . . . 1/4 to 5 h.p.

They'll Do It Every Time By Jimmy Hatlo



Do You Have 'One Foot In the Door'?



Why you can
**CLINCH MORE
SALES...**

...WITH **TEMPRITE**

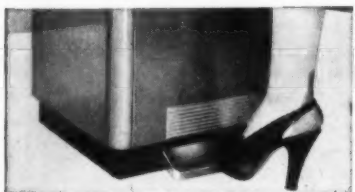
BECAUSE **TEMPRITE** was designed with sales in mind . . . you can clinch more sales with **Temprite**!

Because the most conservative office manager . . . or . . . the most practical factory manager will look upon the **Temprite** Water Cooler with a lively enthusiasm . . . you can sell **Temprite** wherever you go!

The **Temprite** water cooler carries with it no suggestion of prosaic design, no hint of yesterday. Its functional, streamlined beauty is refreshingly new! Just look at its graceful lines of gleaming perfection, and inspect every last detail of craftsmanship . . . from its silver-soldered refrigeration joints to its satin-smooth, stainless steel top, from its constant-pressure regulator to its stainless steel lowside.

If you're in the doldrums, **Temprite** will put new pep in your step! You'll approach your prospects with solid confidence! You'll clinch more sales with **Temprite**.

WHEREVER YOU GO, in commerce or industry, there's a **Temprite** model to fit virtually every drinking water cooler requirement. You can offer the streamlined styling of the pressure type model or the convenient bottle cooler for light duty use, or where plumbing facilities are not available. You can offer the hermetically sealed, air or water cooled condensing unit or the open type condensing unit. Odd frequencies or voltages may also be serviced. All models meet requirements of the National Bureau of Standards and are approved by Underwriters' Laboratories. All existing local sanitary codes are being met.



FOOT PEDAL, is now available as optional equipment. All pressure type models maintain virtually constant stream height in spite of outside pressure variations of as much as 20 to 80 pounds. Annoying spurting and splashing has been eliminated.

ACCIDENTAL FREEZE-UP will not damage unit because of specially designed **Temprite** storage tank.

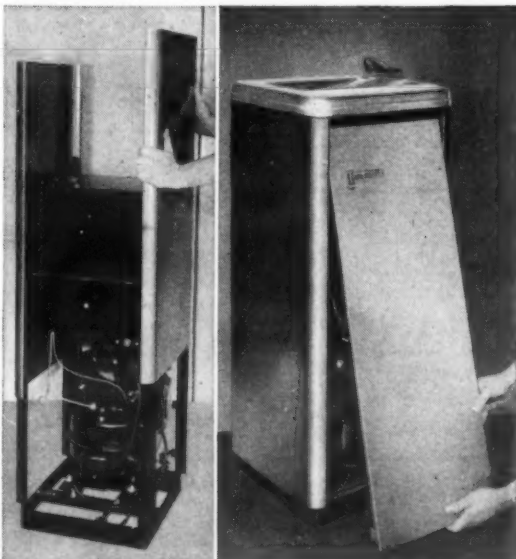
ADJUSTABLE Thermostatic Control regulates water temperature.

5 YEAR WARRANTY protection plan available on all hermetic models.



(Above) **EASY FINGER TIP PRESSURE** starts a smooth, steady flow of perfectly cooled drinking water! Sparkling stainless steel top!

(Right) **FRONT PANEL** is removable in mere seconds for quick servicing. Side panels, not screwed to frame, may be slid off as shown. It is unnecessary to remove cabinet from plumbing connections. Any panel which may become damaged in use, can be replaced without returning the entire unit.



SINCE 1929
Temprite
Products Corp. 43 Piquette, Detroit 2

Manufacturers of commercial and cabinet type water coolers, industrial water coolers, carbonators, draught beer coolers, soda fountain coolers, temperature control valves, oil separators, equalizer tanks, heat exchangers, etc.

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There's Big Money
In This Idea

NEXT time you take an automobile trip, check up on the number of roadside stands and restaurants along the highway. Lots of them aren't there? Food preservation is a real problem with these tourist caterers; because deliveries of perishable foods to their back-doors are infrequent, irregular, and expensive.

Food spoilage eats deeply into the profits of these highway caterers, few of which have adequate refrigeration facilities. Here is another relatively undersold market for **BIG** refrigerators.

A combination walk-in, reach-in refrigerator with low-temperature freezing capacity is one answer to the biggest problem of the tourist hunger-satisfiers. Such a magnificent refrigerator provides sufficient storage capacity for "short orders," and at the same time it enables the roadside chef to prepare and freeze lunches and dinners in economic quantities during slack hours. Most of these places could also use an extra freezer or two.

The conventional reach-in refrigerator also is finding a relatively new market in large homes, farm estates, country clubs, and other expansive households which entertain on a lavish scale. Even the biggest household refrigerators fail to meet the food storage requirements of these entertainment centers. Big freezers are needed, in these places, too.

To these "higher income" prospects for reach-in refrigerators we can add the country's some 7,000 private clubs, 9,000 bowling alleys, and 1,400 skating rinks—most of which provide restaurant facilities for their patrons, and for each of which a reach-in refrigerator would be exceedingly useful.

The "sell-up" technique (which, freely translated, means "you ought to have more and bigger refrigerators") applies especially to this field. Few American food-serving establishments have sufficient refrigerated storage capacity on their premises.

Any recreational center where people entertain, are entertained (or go to entertain themselves) automatically creates a hunger vacuum—and an expanding food protection need.

The millions of American tourists, spectator sportsmen, bowlers, ice skaters, roller skaters, golf enthusiasts, and convivial drinkers provide an ever-enlarging pay-load for an ever-increasing number of prospects for big refrigeration equipment among the establishments which cater to recreation seekers.

When the American public plays and relaxes, it eats and drinks. And those who endeavor to satisfy that hungry-and-thirsty Public can be sold more refrigeration equipment.

Meat on the table is an expensive proposition nowadays. That's why the American housewife—as well as the American tourist—is turning to substitutes for expensive steaks and chops—like fish.

More frequent appearances of seafood on America's dinner tables lately have greatly enhanced the market for refrigerated fish storage and display cases. The more than 50,000 fish markets in the United States supply the nucleus for an attractive, largely untapped market for commercial "fish" refrigerators.

What a convenience story your salesman can tell these fish-merchants! The burden of keeping sea-food continuously "bedded down" in bushels of fast melting cracked ice is onerous. Equipped with an automatic specialized fish-refrigerator, however, these bushels of ice are unnecessary. To the nation's 50,000 fish markets, the market analyst can add nearly 400,000 grocery and meat markets which are present or potential fish merchandisers.

If price-conscious consumers demand fish as a hedge against high meat prices, our industry can help food retailers sell more seafood at greater convenience and higher profit by installing special fish display cases in their stores. Everybody wins in this deal: the food retailer, the refrigeration dealer and manufacturer, and the public.

Warm Lingerie

Cooling Dressing Rooms
Helps Sell Finery

DENVER—Sales of bridal gowns and lingerie, have been considerably stimulated in the Bridal Salon of the Denver Drygoods Co. here, with the installation of a 10½-ton Carrier air conditioning system, to provide maximum comfort in the department's dressing rooms.

The installation has proven the ideal solution to an ever-present, vexing problem, according to the Denver department store management—that of fitting the most delicate of fineries to prospective brides at a time when heat and humidity are at their worst.

Because of space limitations on the sales floor, it was necessary to build dressing rooms of rather confined size. It was soon found that the closeness of the atmosphere, coupled with the effort required to slip in and out of bridal gowns, slips, lingerie, etc., was not calculated to please the customer, or to keep the intimate garments in best saleable condition.

To solve the problem, Mitchell-Trautman, Denver Carrier dealer, installed a 10½-ton system, which provides a slight air pressure overload to compensate for the fact that the Salon is completely open, and the dressing rooms exposed at the top.

Anemostats provide a smooth flow of air cooled to between 74 and 76° F., to provide a comfortable 80° throughout the entire dressing room area.

The cooled air, after passing through the dressing rooms, is exhausted into a large, open display area, where platform-mounted manikins display evening gowns, nightgowns, pajamas, and other traditional necessities of the brand-new bride.

Air Conditioned Quarters For Chinchillas Keep 'em Multiplying Happily

STOCKTON, Calif.—An air conditioning installation for use in maintaining controlled temperatures for chinchillas was recently installed at the ranch here of Dr. J. M. Carr, physician and surgeon and nationally-noted breeder of the extremely valuable animals.

Quarters for the chinchillas are also equipped with steam lines to sterilize the wire mesh floor daily, and steam heat.

At present, Dr. Carr has 20 pairs valued at \$1,500 a pair. Chinchillas breed every three months, and produce a litter of from one to three in 111 days.

Just to give you an idea of the ultimate value of these small bundles of fuzz, 250 pelts are required to make milady a long coat, and raisers get from \$50 to to \$150 per pelt. That's why Dr. Carr gives his animals the best of care.

Air conditioning for the chinchillas is accomplished with a 2-ton Typhoon packaged unit, installed by Refrigeration Specialty Service in Stockton. Dr. Carr is experimenting with a controlled temperature of 40° in winter and 78-80° in summer.

Houston Dept. Store Goes After Residential Air Conditioning Market by Offering Package Units To Match Home Interiors

HOUSTON, Tex.—A new department store project which is expected to considerably expand sales of package air conditioning units in this area is the new "Air Conditioning Center" at Foley's, huge department store here.

The new Air Conditioning Center, only slightly smaller than the major appliance department, is devoted to Carrier package air conditioning units, in a wide range of sizes and output.

It will permit Houston homeowners to select appropriately sized package units to cool an entire dwelling, bedroom, any section of the house, "as desired."

An appeal is likewise made to owners of small retail stores, professional men, or office managers, to investigate the possibilities of low-cost, dependable summer air conditioning.

One of the most unique features of

the new Air Conditioning Center is the use of a "fashion note" to appeal to the average housewife.

Under the plan, a dozen package units are shown in the center, each in a varied shade, or design, which permits home decorators to select a package unit which will blend easily with wallpaper, drapes, furniture, etc., for an attractive room.

Foley's, through special arrangement, can offer a one-ton package unit, for example, done in smooth dusty rose, to match a boudoir design.

If the customer wants a simulated knotty pine finish, to provide an air conditioning unit for den, rathskeller, or playroom, he may order it painted in this way.

A nominal extra charge is applied by the store, and has been found that this "attention to the woman's angle" has helped to encourage a lot of homeowners to purchase package

air conditioning, who would otherwise pass them up.

"Standard decor in air conditioning units seldom harmonizes with home decorations," it was indicated. "Therefore, we think that offering the customer a variety of custom finishes, to match anything desired, will do away with the objection most commonly voiced by women."

The Foley store ran a full-page promotion on package air conditioners on March 29, listing the many variations in temperature control, total horsepower, etc., offered in the Conditioning Center.

By getting an early start, long before the advent of hot weather, it is felt that more prospects can be started "thinking about it" before the actual hot weather breaks.

The city of Houston has often claimed to be "the most completely air conditioned city in the world." With a per capita income well above

the national average, and a humid, high-temperature summer inevitable each year, more package air conditioners have been sold per capita in Houston than in any other city, according to distributors.

Remodeling Gives Weber Distributor More Room

SAGINAW, Mich.—As the result of a recent remodeling and expansion program, a spacious showroom, parts department, repair shop, and offices have been provided for Saginaw York Refrigeration Co. here, distributor in northeastern Michigan for Weber Showcase & Fixture Co.

Since it was organized at the beginning of 1948, the firm has been headed by Lloyd W. Beaver, who is also president of Saginaw Cold Storage Co. and treasurer of Frankmuth Frosted Foods.

Vice president and manager of the company is Donald J. Kubik, who came to the firm in 1948 after training at York Corp.'s Institute of Refrigeration and Air Conditioning.

LOOK AT ALL THE PEOPLE WAITING TO BUY FEDDERS ROOM AIR CONDITIONERS FROM YOU!



BEDROOMS	RESTAURANTS	PHOTO DARK ROOMS
BUSINESS OFFICES	CANDY SHOPS	BAKERIES
DOCTORS' OFFICES	CABINS	RADIO STATIONS
LIVING-ROOMS	TRAILERS	HOTEL ROOMS
SCHOOLS	GARAGES	TOURIST COURTS
CAFES	FITTING ROOMS	WAITING ROOMS
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Right now is the hottest time
to sell FEDDERS' COOL COMFORT!

NO other appliance gives you such a vast range and variety of ready-to-buy prospects! Everybody is sold on the comforts of air conditioning. And they'll buy a Fedders when you tell them the cost is lower than ever—only \$299.95.

MORAL: Climb aboard the Fedders' Bandwagon! Re-styled, re-designed, the 1950 Fedders' line is hotter than ever! Fits into the window, plugs in like a radio. Seals out irritating street noises... cools room silently, pro-

vides year 'round comfort. No ducts, no pipes, no water connections. Six beautiful models!

TOP COOLING CAPACITY! For the first time in air conditioning history, Fedders offers full ½ ton (6020 btu/hr.) and full ¾ ton (9010 btu/hr.) window models. Ratings are certified at ASRE conditions. Further proof that you can sell Fedders with full confidence and give your customers more room air conditioner per dollar than any other available today.



FEDDERS-QUIGAN CORPORATION,
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Gentlemen: Please send me complete information on the 1950 line of Fedders Room Air Conditioners for we'd like to get aboard your profit bandwagon selling this new comfort appliance.

Name _____
Company _____ Address _____
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Specify Acme For Top Performance

FREON SHELL AND TUBE CONDENSERS
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*A new Acme product with outstanding features. Write for Catalog No. 40

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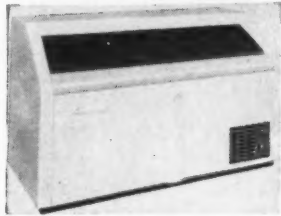
Representatives
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A GREAT NAME SINCE 1896

Look at the 1950 AMERICAN Line

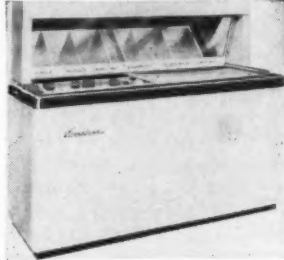
A sales Stimulator for merchants.



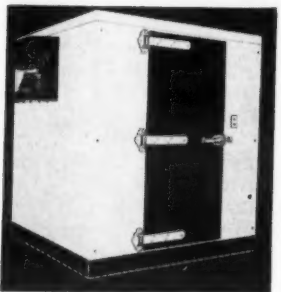
Dry Bottle Coolers. With Double Blowers and Shelf. Hard rubber slide-away doors. Hermetic systems. Two capacities: 19 and 27 cases of 12 oz. bottles.



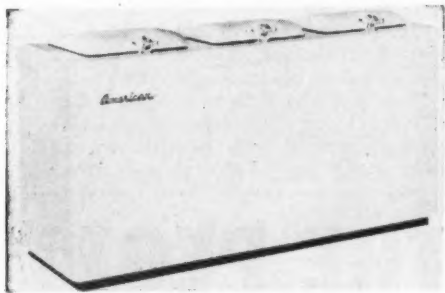
Dairy Cases—Open Display
Full vision. Hermetic systems. 4' and 6' sizes.



Ice Cream—Frozen Food Merchandising Cabinets
Cabinets with refrigerated cross dividers. Hermetic systems. Pictorial or mirror superstructures. Two capacities: 8 and 15 cu. ft.



Sectional "Plug-In" Walk-Ins
Walk-in coolers, built to order, featuring hermetic plug-in panels, complete refrigeration systems for new and old walk-ins. Cuts installation costs 60%.



Home Freezers—AMERICAN Aristocrat
Hermetic systems. Freezers of 8, 15 and 22 cu. ft. capacities.

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Commercial Dealer Explains to Store Owners How Display Cases Boost Frozen Food Sales

Having already chalked up an enviable record in selling frozen food merchandising equipment, the management and sales force of United Refrigeration Co., Detroit distributor, listen intently as Frank



Murphy (left), Jordan district manager, describes features of Jordan's new open case. Next to Murphy is Jack Cryslar, head of United, and Salesmen E. W. Henderson, Herb Klersey, and A. W. Green.

DETROIT—By emphasizing frozen food merchandisers in its sales activity, United Refrigeration Co., Jordan distributor here, has established a firm foothold in the commercial refrigeration field in Detroit and learned not a little about how this type of equipment can best be sold.

In fact, Jack Cryslar, who heads up the firm, and his three salesmen have done so well thus far this year that they'll probably sell between 300 and 400 of these frozen food merchandisers during 1950 along with a lot of other commercial equipment. At least, that's the considered opinion of Frank Murphy, Jordan district

man.

It was more or less by chance that Cryslar began concentrating on frozen food equipment when he organized his firm shortly after the war, he indicates. A private pilot before the war, he served in the air arm as a transport pilot, mostly in the Pacific theater.

"When I was getting organized after the war, it was almost impossible to line up any equipment, but I was able to get started with frozen food merchandisers. And even though we now sell a lot of other equipment, we still think the frozen food business is a good field. The market is probably only 40% saturated now, and everything points to the prospect of more and more frozen food being used," Cryslar believes.

Part of his judgment on this is based, he admits, on the remarkable article "What's In the Freezer?", which was published last summer in *Harper's Magazine* and later republished in condensed form by AIR CONDITIONING & REFRIGERATION NEWS and *Reader's Digest*.

Several copies of the article are carried around by the firm's salesmen, who have found it very effective in convincing prospects that they ought to get into (or improve) the merchandising of frozen foods, especially that part which refers to esti-

mates that "by 1957 one half of the nation's food money will be spent for frozen foods."

To line up prospects Cryslar has found it advantageous to work closely with local distributors of frozen foods. And such arrangements, he also points out, can very often work to the advantage of the distributors.

"If a store doesn't have proper equipment in which to hold and display frozen foods, then the sales aren't going to be as high as they might be. So the frozen foods distributor finds it profitable to work with us," he explains.

"We pay the distributors' salesmen for their leads which we convert into sales."

The firm also has thrown a party or two for the distributor's sales crew. One such was very effective, Cryslar reports.

"We arranged with the chef of a popular Detroit cafe to prepare a dinner consisting entirely of frozen foods—the brand this group was selling of course. And the salesmen were really impressed. It tasted so good that I'm sure it made better salesmen out of them," Cryslar declares.

While cooperating with a frozen foods distributor is an effective way of obtaining leads, it is pointed out

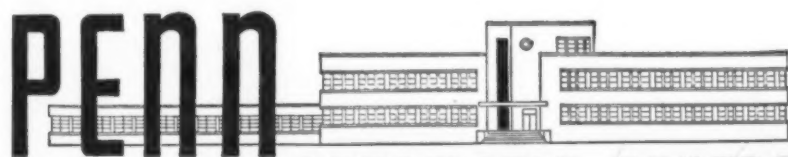
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EASY INSTALLATION,
DEPENDABLE OPERATION
and **LONG LIFE....**

SWITCH TO PENN Water Valves

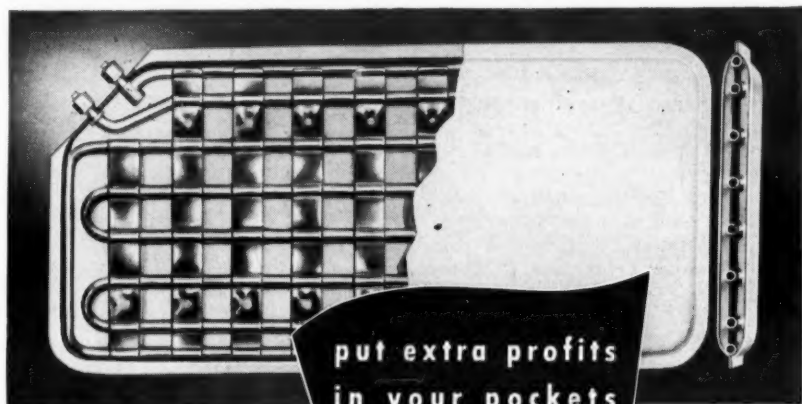
It's the simplified design of Penn 246 Water Valves which contributes so much to their dependability and long life. Water is kept away from the range spring and sliding parts. Protected from sedimentation... corrosion... and rust, which cause premature wear and failure, these better valves assure dependable performance through the years.

Penn offers a complete line of water valves for all types of refrigerants. Sizes from $\frac{3}{8}$ " to $2\frac{1}{2}$ " I.P.T. Flanged and threaded models. Brass bodies are standard on $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ " commercial types. For dependable service which means customer satisfaction switch to Penn Series 246 Water Valves. See your jobber or write now for full information. **Penn Electric Switch Co., Goshen, Ind.** Export Division: 13 East 40th St., New York 16. In Canada: Penn Controls Ltd., Toronto, Ont.



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LOW COST TRUCK REFRIGERATION!

Kold-Hold "Hold-Over" Truck Refrigeration puts extra profits in your pocket. It protects products in transit and gives it greater customer appeal. It does all this for less than 10 cents a day, less than the cost of ice alone.

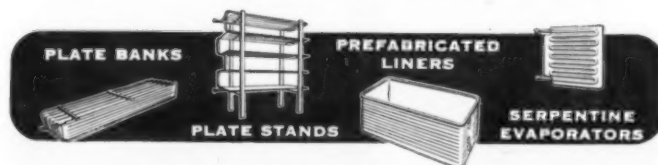
With Kold-Hold "Hold-Over" Plates you can predetermine the desired truck temperature throughout the longest day's runs to keep products safe, clean, attractive and more saleable. "Hold-Over" Plates last the lifetime of the truck. The extra long life of Kold-Hold "Hold-Over" Plates is due to exclusive design features which eliminate operational failures. In

"Hold-Over" Plates, the outer edges freeze first and the strain caused by expansion is placed on the center and strongest part of plate.

NO CASE OF OPERATIONAL FAILURE EVER REPORTED

With over one-half million "Hold-Over" Plates in use today, no case of operational failure has ever been reported. Trucks equipped with Kold-Hold "Hold-Over" Plates have been subjected to the most severe operating conditions possible, in all types of trucks. Never yet have they failed to provide the refrigeration needed.

See your local refrigeration supplier or write us for details



KOLD-HOLD

protects every step of the way

KOLD-HOLD MANUFACTURING CO., 500 E. Hazel St., Lansing 4, Mich.

Emphasis on Growing Popularity of Frozen Foods, Loss-Protection Can Clinch Sales

(Concluded from preceding page)

that the sales manager in such a distributorship must be able "to control his salesmen" otherwise they'll be inclined to make their own deals on the side.

The important part of this type of operation, Chrysler says, is whether the salesmen properly qualify the leads they turn in. Unless qualified, the lead may be worth very little. Actually, he finds that the greater percentage of sales of frozen food merchandisers is obtained as the result of cold canvassing.

"Whenever a salesman of ours goes out to follow up a lead, he also calls on all the other stores in the neighborhood. We don't click every time, of course, but there's nothing so satisfying for a salesman as to walk in cold and make a sale."

Just what is the approach that the United salesmen use on prospects? Herb Klersey, who along with A. W. Green, E. W. Henderson, and Chrysler constitute the sales staff, outlines his approach this way:

"First I usually point out that the national average consumption of frozen foods figures out that seven out of 10 customers buy frozen foods eight times a month, and that right now 7% of the general food business, according to the national average, is in frozen foods.

"I tell them also that two thirds of all peas are now put up in the frozen form and that one fifth of the poultry is frozen now. Then I usually show them the article from *Harper's*. This proves very effective in convincing many prospects of even the growing importance of frozen foods.

"The prospect is interested to learn, too, that there is no loss or shrinkage with frozen foods and that his stock of frozen food is, or can be, insured against loss. Jordan offers a warranty protection that insures the merchant against loss due to unit failure, and insurance is also available at a very nominal cost to cover losses that might result from power failure.

"We point out to the prospect that besides the profit available in handling frozen food he must remember that probably seven out of 10 customers are already buying frozen

foods from his competitors if they aren't from him and perhaps buying other foods, too. So he ought at least to start handling frozen foods if for no other reason than to supply the needs of these regular customers.

"There's a profit story to be told on ice cream sales, in addition. Ice cream profits can amount to 30%, and the average neighborhood store can make \$450 to \$500 a year on ice cream alone if he has a frozen food merchandiser to display ice cream.

"The store owner, if he has his own case, is in a much better bargaining position with the ice cream distributor, too," Klersey tells his prospects.

In this connection it is important that the cabinet be capable of holding ice cream at the proper temperature, which generally is somewhat below that required for frozen foods. Depending on the type of ice cream, Jordan recommends ice cream holding temperatures from 0° down to as low as -20° F.

"All told, between the frozen foods and the ice cream, a frozen food merchandiser in the average neighborhood store should provide a profit of 25% with an operating cost (of the case) of no more than 1%," Klersey says. "So we ask the prospect to compare the profit he can obtain out of equipment that requires relatively little floor space to the profit he's now making out of the same space. Floor space, is of course, a problem in a store."

Most of United's sales, according to Chrysler, are made to the neighborhood "Pop and Mom" type of store.

"We've done a few complete store remodeling jobs, but we concentrate almost exclusively on the independent neighborhood store," he explains.

Chrysler has also found that used merchandise can be a highly profitable end of the commercial refrigeration business.

"Used equipment that is good is still in demand. If we take in on trade a piece that is really bad, we junk it. It's better to get it off the market. Stuff that is still saleable is repaired and then sold."

Dairies Seen Turning To Sales from Plants

ALBANY, N. Y.—More and more dairies are turning to retail sales from their offices or plants. This has been found to be a strong selling and advertising point for their dairy and milk products.

Although some dairy plants do not lend themselves to retail stores, this is no reason why milk and dairy sales can't be made to company employees and to neighborhood trade.

"We installed a wall case right in one of our plant offices," says Sales Manager Arthur Foland, Norman's Kill Dairy here, "and placed a small counter in front of it. Then we put in milk and other dairy products. Our employees began to buy lunch products here immediately and word about it went through the neighborhood in which we are located. Then we began making retail sales," he added.

The installation of the case paid for itself within a few weeks. Because of the ever-increasing demand for milk and dairy products since the installation of this case, the dairy expects to use one of its offices for a retail store to serve ice cream as well.

"Had we not installed this case we would never have known how many sales can be made to our own employees and the surrounding neighbors," says Foland, "and in addition we have been able to place many of these customer's on regular route deliveries. Getting such new customers without costly promotion was certainly worth the case itself," the dairyman said.



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THE MIGHTY MITE OF ALL REFRIGERANT VALVES!

3 1/8" HIGH

1

2

3

From mounting board to maximum stem extension when fully open—only 3 1/8 inches of height is required. It's the *shortest* metallic diaphragm packless refrigeration line valve in the world. At your Kerotest Wholesaler's!

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PITTSBURGH 22, PENNSYLVANIA

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INSTALLATION FILE NO. 1003

How to get maximum efficiency with

PALCO
INSULATION
WOOL

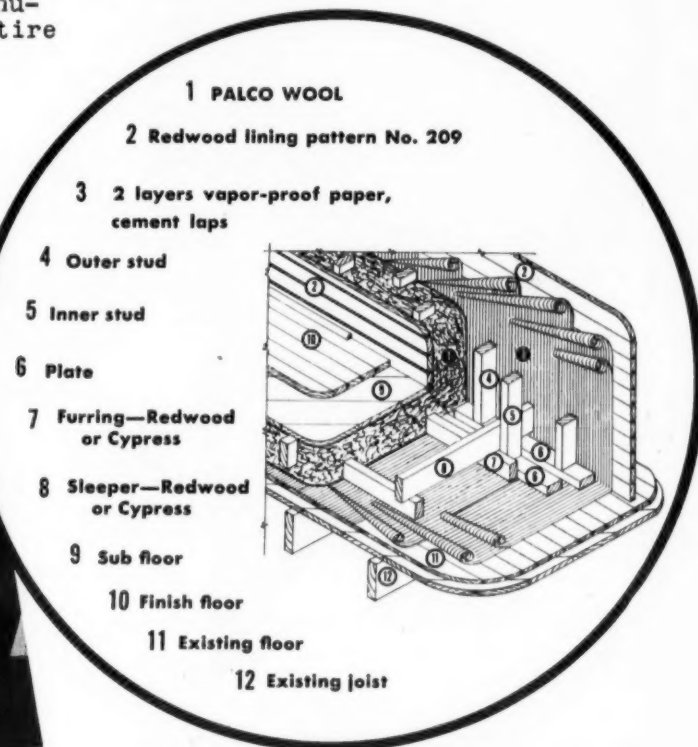
Recommended

FREEZER CONSTRUCTION FOR FRAME BUILDING— Note how solid wood connection is reduced to minimum by staggered arrangement of studding, joists, and sleepers. Similar construction is used on ceiling. This provides virtually continuous PALCO WOOL Insulation around entire room. Vapor barrier should be applied on warm side only, continuous over existing floor,

wall and ceiling. It should consist of two layers of vapor-proof paper with 4-inch laps cemented with asphalt emulsion. No vapor barrier should be used on cold side.



Applied



FROZEN FOOD LOCKERS, INC., FRANKFORT, INDIANA— Photograph illustrates how proper construction minimizes through contact of wood members. This assures maximum advantages from high efficiency of PALCO WOOL Insulation, which has thermal conductivity of only .255 B.t.u. It's flameproofed, moisture resistant, odor proof...ideal for all food storage.



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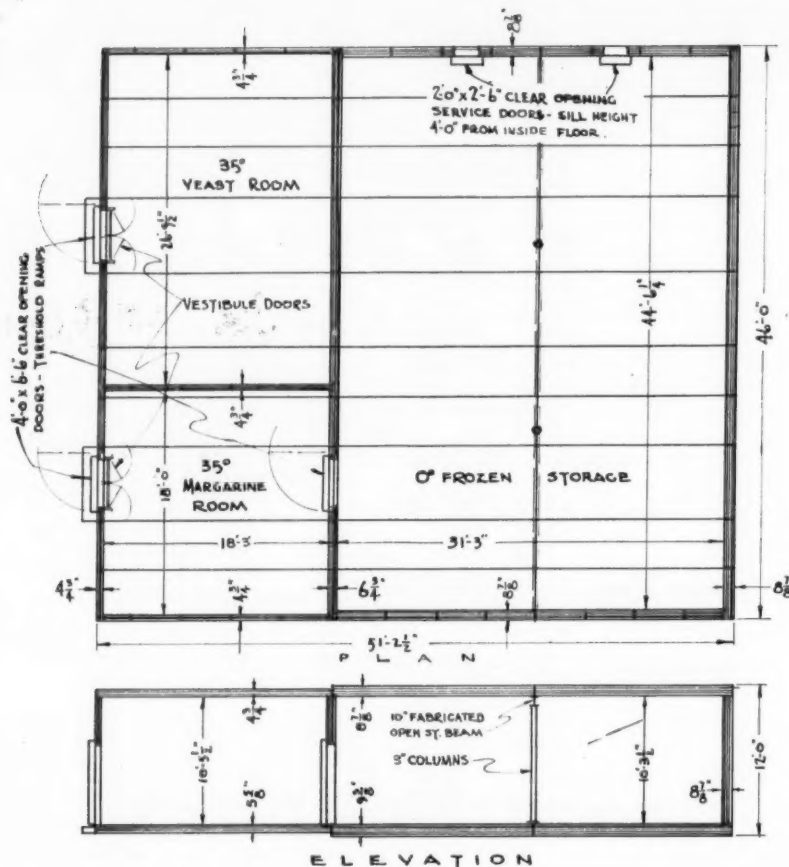
HAVE HIGH SANITATION AND LOW MAINTENANCE EXPENSE
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THE HEAT-X-CHANGER CO., INC.
415 Lexington Avenue, New York 17, N. Y. Brewster, N. Y.

WAREHOUSE LAYOUTS: Heavy Volume of Frozen Food Sales Demands Low-Temp Rooms Designed for Quick Handling



FLOOR PLAN OF SECTIONAL, DUAL-TEMPERATURE STORAGE ROOM FOR STANDARD BRANDS, PASSAIC, N. J.

ANNAPOLIS, Md. — Increasing use of frozen foods is bringing with it expanded facilities at both the retail and wholesale level for their distribution, with the natural result that changes and improvements are being incorporated in the design of warehouse facilities.

Unique in some respects are two installations recently completed by the Freezer Box division of Annapolis Yacht Yard, Inc., for Standard Brands in Passaic, N. J., and Bob White Frosted Foods in Reading, Pa.

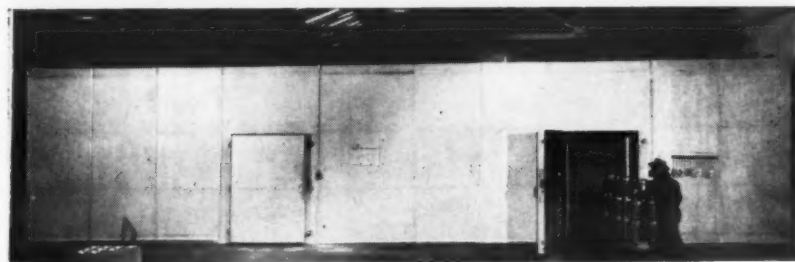
Sectional type modular panel construction was employed in both plants, the Passaic project consisting of a 46 by 51-ft. refrigerated room which includes a 31 by 44-ft. low temperature room for storage of frozen foods.

The Reading installation for Bob White provides a 60 by 76-ft. frozen food storage room with the sectional panels of the cooler forming the outer walls of the structure. The cooler was erected on a concrete slab and a roof placed over the cooler to take up the sun load.

Frozen storage room of the Standard Brands warehouse in Passaic is fronted by two smaller refrigerated rooms held at 35° F. Entrance to the low temperature room is through an 18 by 18-ft. room intended for holding of margarine, and next to this is an 18 by 26-ft. yeast storage room. Height of all three rooms is 10 ft.

Exterior doors are provided on both the margarine room and the

Sectional Panel Type for Standard Brands



ABOVE: Exterior of Standard Brands dual-temperature, sectional-panel storage room in Passaic, N. J. Entrance to low-temperature room is gained through one of two normal temperature rooms. Interior door leading to low-temperature compartment can be seen through open door.

BELOW: Interior of low-temperature compartment, showing fabricated steel beam which supports ceiling panels. Room is refrigerated by Kramer Thermobank coils and Frigidaire condensing units.



yeast room. Because trucks are used for loading and unloading of the rooms, the exterior doors are equipped with ramps, wiper seals being on the doors themselves. Inner vestibule doors are provided, also, to minimize heat infiltration. The door between the margarine room and the low temperature room is flush with the sill, too, to facilitate use of the trucks.

Door openings provide 48 in. clear width permitting easy entrance of trucks. All three doors are of the overlap heavy-duty type equipped with three ball-bearing adjustable hinges and three snap-on adjustable latches with inside and outside releases.

Floors of the storage room are maple tongue-and-groove pre-laid at the factory and designed to take considerable abuse, according to Annapolis officials. However, to prevent the steel tires of the trucks from marring the floors, 1/4-in. steel plates are laid over the floor panels in the aislesways.

The FBD modular plywood panels of which the rooms were constructed are insulated with Fiberglas bats and provided with an aluminum moisture vapor barrier. Outer walls of the low temperature room contain 8 in. of insulation, while 4-in. insulation is used in the 35° F. rooms. Panels between the 0° and the two higher temperature rooms contain 6 in. of insulation.

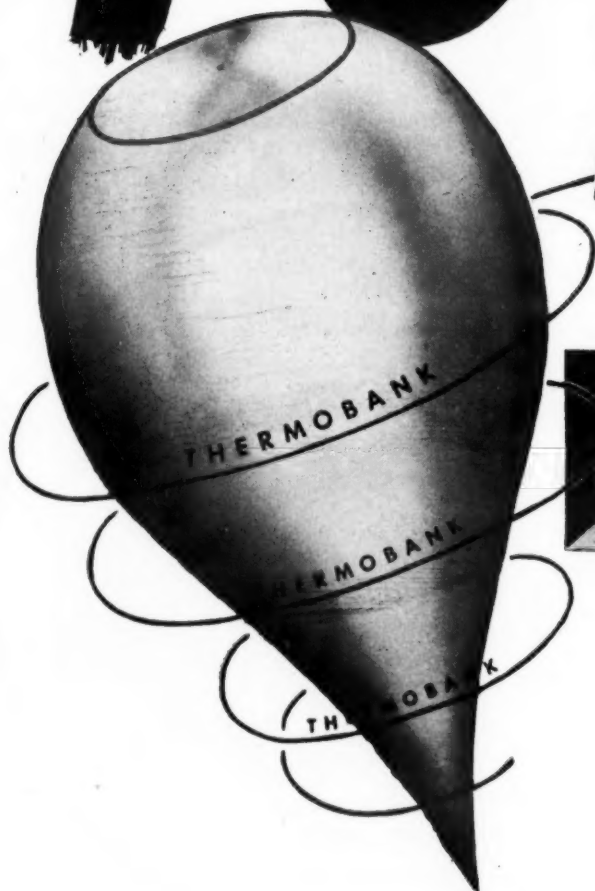
At one end of the freezer room there are two service doors permitting frozen foods or other items to be unloaded directly from refrigerator cars. These doors provide clear openings of 24 by 30 in. and are 4 ft. above inside floor level.

To supply refrigeration for the three rooms, Frigidaire condensing units and Kramer Trenton coils are employed, along with a Marley Aquatower.

For the low temperature room there are two 10-hp. condensing units and two combination No. 12 Thermobanks, the system being sized (Concluded on next page)

TOPS

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THE *Streamline*
DELUXE DRIER

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A dependable, long-lasting drier. Literally millions in service have time-tested and proven its unequalled ability to dry and clean a mechanical refrigeration system.

Featuring **THE EXTRA CAPACITY Cone Screen FILTER**

Large area cone outlet screen multiplies the clog-resistant, free flow qualities.

The Mueller Brass Co. Filter-Strainer construction removes all foreign matter from the refrigerant leaving it absolutely clean.

Chemically cleaned wool filter - felt pad and additional flat screen provide perfect cleaning properties.

For Extra Strength and Safety Forged brass ends are threaded and soldered to heavy copper shell. Strong pressure-proof construction - guaranteed protection against leakage.

ORDER FROM YOUR WHOLE-SALER

The Mueller Brass Co. Deluxe Drier is a time-tested veteran in the ever-changing field of refrigeration driers. Our Laboratory and Development Engineers are constantly testing all types of drying agents, filtering elements and various shaped shells, but the Deluxe Cone Screen Drier has proved to do a better job of drying a mechanical refrigeration system than any other drier. Forged brass ends are threaded and soldered to the heavy copper shell for extra strength and pressure-proof protection. The exclusive cone screen filter has unequalled performance in removing all foreign matter from a system, leaving the refrigerant absolutely clean. Any dessicant will be supplied, depending upon your preference.

MUELLER BRASS CO. PORT HURON, MICHIGAN

Architectural floor plan of a storage room. The plan shows a rectangular room with a central area labeled "0' 70" STORAGE ASSORTED FROZEN FOODS". To the left is a "ORDER FILLING ROOM" with a "CURTAIN FILLING PARTITION". The room features "5" R. ST. COLUMNS" and a "14" OPEN TRUSS BEAM". The ceiling has "ROLLER CONVEYORS". The plan includes dimensions for the room's length (60'-0" total, with a 56'-5 1/2" section) and width (76'-4 1/2" total, with a 59'-4 1/2" section). Specific dimensions for the storage area are 49'-50" and 54'-10 1/2". The plan also shows "4'-0" x 6'-0" CLEAR OPENING" and "2'-0" x 2'-6" CLEAR OPENING" with "INSULATED OVERLAP DOORS" and "B-B HARDWARE". "B-B VESTIBULE DOORS" are also indicated. The plan is signed "C.A. HANWIT 10'-6" HEADROOM 8'-11 1/2"

RIGHT: Interior of order-filling room of Bob White Frosted Foods storage room, showing how orders are made up. Orders are filled from bins and rolled down conveyor to service doors where they are loaded into refrigerated trucks.

This is of considerable advantage when filling special orders and in taking inventory. For the latter job, employees in the low temperature room call out their count while a clerk in the office records the amounts.

CROSS PLATE

Formin

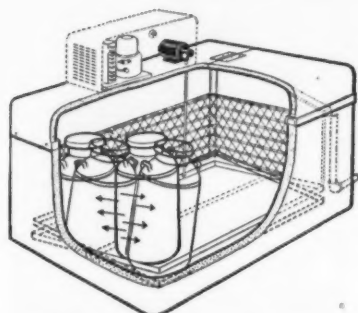
ALCOA

FIRST IN ALUMINUM

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DETROIT AIR CONDITIONING INSTITUTE
4258 Woodward Detroit, Michigan

What's New



La Crosse submersion milk cooler.

2 La Crosse Milk Coolers Utilize Different Methods

LA CROSSE, Wis.—Two new milk coolers, one of the submersion type and the other of the front opening style, have been introduced by the La Crosse Cooler Co., 2809 Losey Blvd. here.

The submersion type unit is called the "Rock-It" cooler and is claimed to have an exclusive dual action for faster cooling.

Cans are rocked gently on a pivoted can rack so that milk is continuously circulated in the cans. This movement of the milk quickly cools the entire contents and dispenses with the core of warm milk usually found in stationary cans, the company said.

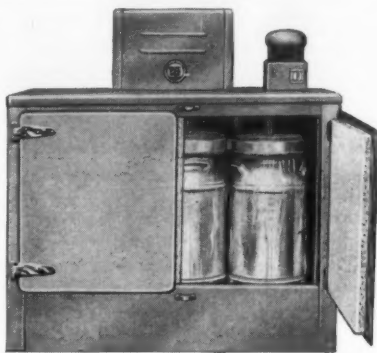
This rocking action also surges the ice water around all the cans, rapidly drawing the heat from the milk into the water. This movement of water at near-freezing temperatures causes a washing action against the ice banks, thus keeping the water at these low temperatures.

The Rock-It motion prevents fast separation of cream and milk until cooling has reached a safe point. The company points out that this is an advantage because in stationary cans the cream quickly rises to the top and, due to its richness, forms a much better source of bacterial growth.

Milk can be cooled from 90° F. to below 50° F. in less than 30 minutes, the company avers. The Rock-It can reach and hold a constant temperature of milk below 40° F., it added. Cans are completely surrounded by the ice water bath until removed from the cooler. No pump is required.

The drop front allows for a lift of only slightly more than 2 ft. There are no tubes, coils, or pumps in the bottom to interfere with cleaning. The complete operating mechanism is quickly and easily removed for installation, service, and cleaning.

The Rock-It is available in 4, 6, 8, and 10-can sizes. As a companion model to the Rock-It, La Crosse Cooler has the "Sure-Cold" cooler, which features front opening, 12-in. lift, and cooling by Hansen diffusers.



La Crosse front-opening milk cooler.

In this model, ice water is pumped from the refrigerated space in the bottom of the cabinet up to the top. From there it flows through large 1½-in. holes into the diffusers placed on top of each can. The diffusers have 102 openings and deflect this ice water around the can surface.

Approximately 2 tons of ice water per hour flow down the sides of each can, assuring maximum speed in cooling milk to safe temperatures, the company said. Milk temperatures can be pulled down to 50° F. in 30 minutes. After this initial fast cooling, the pump automatically operates for two minutes every hour to hold this temperature.

The ice water, after drawing heat from the milk, immediately enters the refrigeration unit at the bottom of the cabinet and is re-cooled.

Double refrigeration coil in the bottom forms an ice bank so large that it cannot be entirely melted during the cooling of a full load.

The Sure-Cold handles either 8 or 10-gal. milk cans.

Tenney Shows New Line of Evaporative Condensers

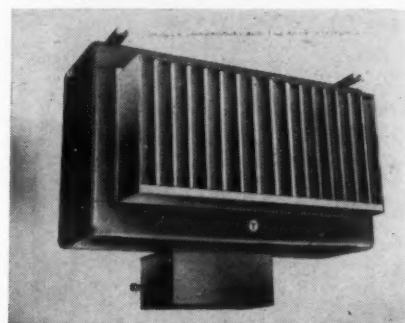
NEWARK, N. J.—Tenney Engineering Co. here recently announced introduction of a line of evaporative condensers in capacities to 7½ tons for mounting on the ceiling.

Coils in the condensers are arranged to simplify circuiting for one or more refrigeration condensing units through one evaporative condenser, according to the company.

All parts in contact with water are made of copper—bare tube coils, spray pan, moisture eliminator, and sump tank—all electro-tin-plated and assembled in a steel casing which is rust and corrosion proofed, and finished in baked enamel, Tenney said.

Both sump pump and fans have direct motor drive. A non-clog water diffuser is used, instead of the conventional water spray nozzles, which "assures a generous supply of water evenly distributed over the coils," it was claimed.

Water level in the sump tank is maintained by a float valve protected by a strainer, the company pointed out. Moisture eliminators are fabricated of heavy gauge copper



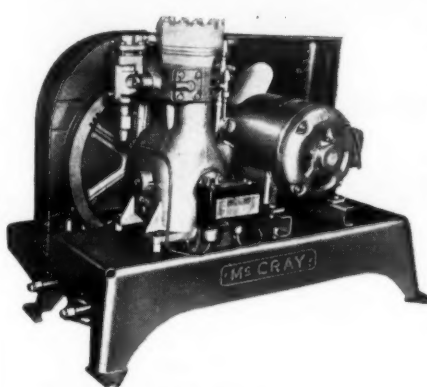
and electro-tin-plated. They are designed to remove all entrained water from the air stream passing through the condenser, and are said to be easily removable for access to the coil.

These units, it was stated, can be used for either "Freon" or methyl.

Normal capacities of Tenney evaporative condensers are based on 75° F. wet-bulb temperature, 20° F. evaporating temperature, and 105° F. condensing temperature.

Ceiling-mounted units are supplied in casing sizes (in inches) from 23 x 23½ x 31½ to 43 x 23½ x 31½.

Special McCray Unit Designed To Use Less Water



KENDALLVILLE, Ind.—A combination air-water cooled condensing unit for special applications has been introduced by the McCray Refrigerator Co. here.

Units of from ½ through 3 hp. for either FH, FS, or FL suction temperature applications are being produced, the company said.

The new unit is designed for three types of installations:

1. Where available water supply is limited.
2. Where water rates are excessively high.
3. Where an air-cooled condensing unit is desired but where it cannot be relied upon to provide the large capacity needed when room temperatures rise excessively at infrequent intervals during the year.

The company pointed out that the water consumption of a combination unit is less than that of a straight water-cooled unit. The water consumption of any particular installation will depend upon its own characteristics and no two will be alike because of the differences in room temperature, water pressure and temperature, and the water valve setting.

McCray described the unit as follows:

"The air-water cooled condensing unit differs from the air-cooled open-type unit in that a counterflow, double-tube after-cooler is installed immediately after the air-cooled condenser and before the liquid receiver.

"The double-tube after-cooler is located directly beneath the air-cooled condenser. The purpose of this after-cooler is to serve as a booster condenser when ambient temperatures rise above a pre-determined temperature.

"An adjustable water-regulating valve is included with the condensing unit and packed separately.

"This water-regulating valve may be adjusted to open the water line at any head pressure, the same head pressure corresponding to a definite

condensing unit room temperature.

"This setting may be changed to provide protection of condensing unit capacity at any temperature above the opening setting.

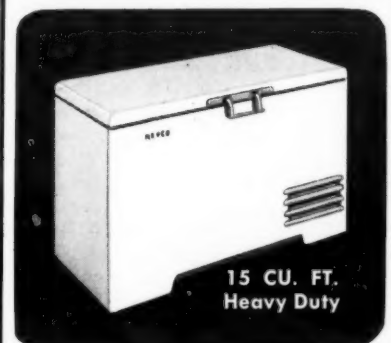
"That is, the water valve may be set to open at any head pressure, and the condensing unit may be expected to retain the capacity at this temperature and pressure setting for any higher room temperature.

"In this way condensing unit capacities are protected where they are needed the most, at the higher room temperatures.

"It will be the responsibility of the installation man to set the water-regulating valve in accordance with the job to be done; that is, considering the water rate, the normal and high temperature expected, as well as the cooling water temperature and pressure."

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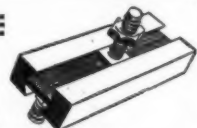
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What's New (Cont.)

A. O. Smith Shows New 3-Way Water Heater

KANKAKEE, Ill.—Through use of a patented adjustable element, any three volumes of water is heated in a new automatic electric home water heater introduced recently by A. O. Smith Corp.

The unit, named the Smith 3-Way, is being placed on sale initially in the Detroit area through the local utility, Detroit Edison Co., and A. O. Smith dealers.

Heart of the Smith 3-Way is in the heating element in the lower part of the tank. Utilizing the immersion principle of water heating, this C-shaped element may be adjusted and locked into any of three positions.

Placed in upper position it heats the 50-gal. strata of water above it. In horizontal—or intermediate—position the element provides 60 gals. of hot water, and in the lower position it heats 80 gals.

In addition to the change of position, this element may be set for wattages of 1,000, 2,000, or 3,000, depending on the terminal connections.

The Smith 3-Way carries a suggested list price of \$169.95 including the Federal excise tax.

While presently-manufactured 3-Way models are available only in zinc-clad tanks, a glass-fused-to-steel model is expected to be added in the near future.



Weston Claims Instrument Shows R.H. Within 2%

NEWARK, N. J.—Incorporating dry and wet-bulb thermometers and a special slide rule in a precision pocket-size instrument, the new "Tag" Humidicator model 8704 is claimed to quickly show relative humidity within an accuracy of $\pm 2\%$ under normal conditions.

The Humidicator measures 5 1/2 in. long, 1 1/4 in. wide, by 3/4 in. deep, according to the manufacturer, Weston Electrical Instrument Corp., 614 Frelinghuysen Ave. here.

The two etched scale glass thermometers are secured in a white plastic case, the psychrometric slide rule forming the cover of the case. Spirit column of the dry-bulb thermometer is red, matching the dry-bulb scale of the slide rule. A blue spirit column and slide rule scale is provided for wet-bulb readings, the color scheme being designed to prevent any possibility of setting the temperature readings on the wrong scale.

In using the device, a few drops of water are applied to the wick of the wet-bulb thermometer. The instrument is then fanned or wagged to cause the moisture to evaporate.

The slide rule is then moved to bring the wet-bulb temperature reading exactly in line with the dry-bulb temperature as noted. Arrow on the upper scale will point to the per cent relative humidity.

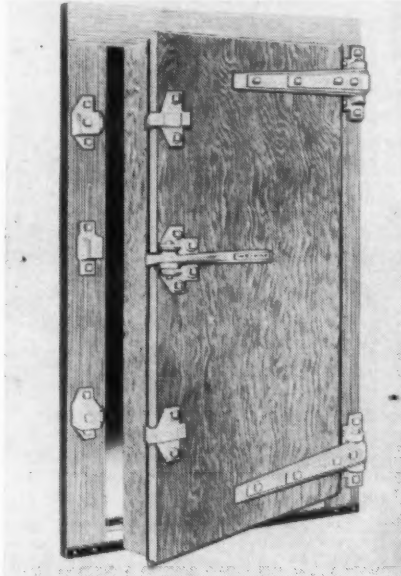
Equipped with a long wick and a water jar, the Humidicator may be fixed to a wall to permit continuous humidity readings.

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Bonded Plywood Gives Strength To Jamison Door

HAGERSTOWN, Md.—Jamison Cold Storage Door Co. has announced that its marine quality plastic bonded plywood cold storage door, known as the Jamison "50," is now available in standard specifications for reach-in or walk-in units.

A feature of the door is its rigidity and strength. With the development of synthetic adhesives and the extended use of thermo-setting resins, plywood can be bonded with joints stronger than the wood itself.

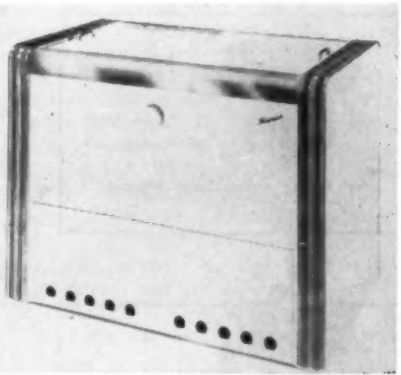
Additional strength is furnished by marine quality plywood in which all plies are made of Grade A heartwood, free from defects. Cross lamination of the plywood distributes the strength equally in all directions and the opposing grain of adjacent plies lessens the tendency to expand or contract eliminating warping or shrinking. It is said that the doors are more than four times stronger than doors made of ordinary wood.

They will withstand weathering and are serviceable over a wide range of moisture and temperature conditions. Bonded plywood withstands a cold test, boiling test, and fire test set up by the National Bureau of Standards.

The door is made with 7/8-in. 7-ply front and 5/8-in. 5-ply back. The back of the 7/8-in. panel has an asphalt coating to make it vapor resistant, the company claims.

It is said plastic bonded marine plywood will not support bacteria or fungi. The one-piece Monopanel construction has a smooth, easy-to-clean surface. Since no internal bracing is needed, the full face of the door is filled with unbroken insulation.

Construction features of the door include E-Z Open 2-point fasteners with self-regulating spring pressure, and Adjustoflex hinges which automatically provide proper pressure to make a tight seal by forcing the gasket into a single plug seal between the side of the door and the edge of the casing.



Howard Beverage Cooler Is Introduced In 2 Models

PHILADELPHIA — Howard Refrigerator Co., Inc., here has announced introduction of a new beverage cooler available in two models.

The models are designated as H-180 and H-396. Designed for wet or dry cooling, they are 44 in. and 88 in. long and have capacities of eight and 17 cases.

The coolers are equipped with hermetically-sealed units. They are supplied with solid or glass doors.

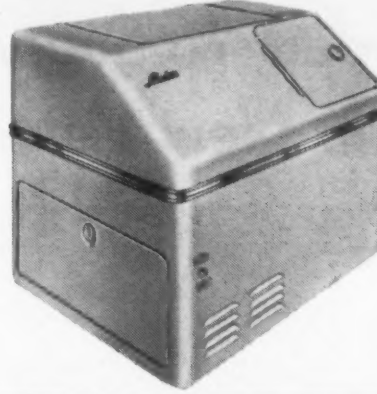
Round, Solid Ice Cubes Turned Out by Loudon Unit

MINNEAPOLIS — A new automatic ice cuber that will provide 70 round, solid (no holes) ice cubes every 30 minutes has been announced by Loudon Mfg. & Sales, Inc., 2524 27th St., Minneapolis 6.

The unit, which the company says will fit under any bar, also has a storage capacity of 200 lbs., or 5 bushels, of cubes.

Called the Loudon Jr. model L6930, the unit is claimed by the manufacturer to have only two moving parts—the compressor and agitator. The condensing unit is a 1/2-hp. sealed unit. When the storage bin is filled, the machine cuts off by thermostatic control.

Fresh water is used for every complete cycle so that no storage tank is necessary, the manufacturer said. Approximately 4 gals are used per cycle.



The cycle is as follows: The freezing cabinet is filled with fresh water and then drained out, leaving the cups full. The water in the cups freezes. When the water is frozen, the freezing cycle stops and the defrost cycle begins.

The freezing cabinet is again filled with fresh water, releasing the cubes in the cups and floating them up and out of the cone. The cubes tumble

down the chute to dry storage and the water then goes down the drain.

The defrost cycle automatically stops and the freezing cycle starts again.

The cabinet, which measures 33 in. high, 24 in. wide, and 37 in. long, is made of Bonderized 20-gauge steel and has a brown crackle finish. Back, side, and top panel can be removed for access to all working parts. Inside is finished in stainless steel.

The ice bin is stainless steel and insulated with 3 in. of Fiberglas. The unit is connected with the main water line with 1/2-in. pipe. Drain connection is 1 1/4-in. pipe.

The unit weighs 350 lbs. It is warranted for one year against defects in workmanship and material.

Loudon added that the new automatic ice cuber was exhibited in booth 907 at the National Restaurant Exposition in Chicago May 23 to 26 and at the Midwest Educational Exhibits and Conference in St. Louis, May 26 to 28.

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22 Systems Needed To Supply Refrigeration For 10 Kitchens In New Vet Memorial Bldg.

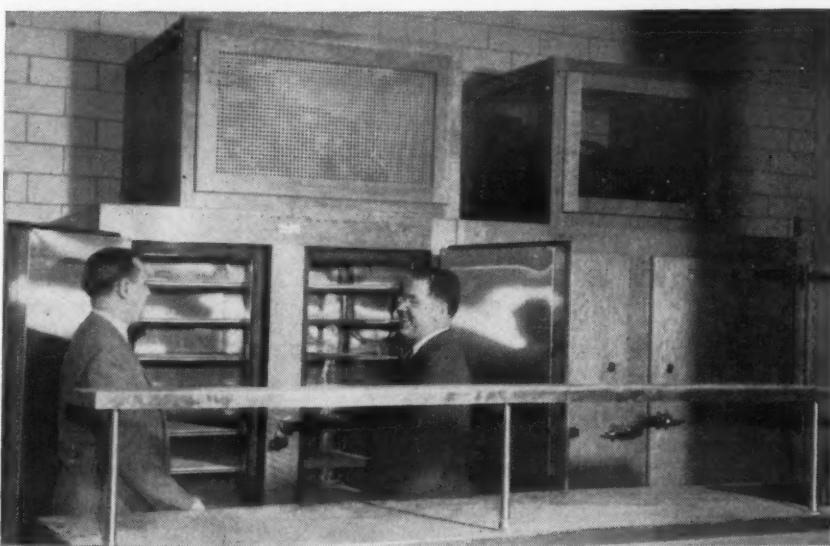
By C. Dale Mericle

DETROIT—Rising majestically in a district of dismal run-down office buildings and docks, the strikingly modern Veterans Memorial Building is the first unit in Detroit's monumental civic waterfront development.

Ten stories high, the structure houses meeting rooms and banquet halls that will be used primarily by veterans organizations in the city. When it's opened in June, visitors will see that no expense has been spared to make this the most up-to-date building of its type in the area. It's completely air conditioned and has extensive kitchen facilities where a complete banquet for hundreds of people can be prepared, or "coffee and doughnuts" served up to a few vets on a meeting night.

In the basement, for example, there is the huge main kitchen and a cafeteria. On the first floor there is a large kitchen serving the main banquet hall. On the eighth floor is a somewhat smaller kitchen intended chiefly for a small banquet room. And then on each of three floors—the fifth, sixth, and seventh—there are two small kitchens (six in all) resembling in size and equipment the kitchen in the large modern home, while for the tenth floor penthouse there is still another domestic type kitchen.

All this adds up to a tremendous amount of refrigeration. In fact,



Typical of the reach-in refrigerators in the new Veterans Memorial building in Detroit are these two in the banquet kitchen. J. R. Miller (right), contractor, is explaining details of this special ice cream dessert cabinet to Tom Graham of the Frigidaire Detroit branch.

there are 28 condensing units in the structure, counting the 300-hp. Worthington centrifugal machine for air conditioning, 23 Frigidaire condensing units for the kitchens, and four self-contained items—a Carrier automatic ice cube machine, a York Flake-Ice unit, and two ice cream cabinets.

Except for the air conditioning

system, all the refrigeration was installed by J. R. Miller Corp., Frigidaire dealer here, to the specifications set up by J. E. Stephens, food service engineering firm. Cooler rooms and reach-ins were custom-built by Chrysler-Koppin. American Refrigerating Co. handled the air conditioning. Architects were Harley, Ellington & Day, Inc.

In all, the Miller organization installed 22 different refrigeration "systems" in the Veterans Memorial, about half of these going into the basement for the main kitchen and cafeteria.

The main kitchen proper, for example, has six walk-in refrigerators for frozen foods, vegetables and produce, dairy products, meats, leftovers, and baked goods and dough. There are also in the basement two coolers for beer and garbage, the Flake-Ice and ice cube machines, a reach-in for the main kitchen, and in the cafeteria a reach-in, a salad plate, ice cream cabinet, and another refrigerated plate for cold drinks and juices.

The refrigeration layout for the building can perhaps be best outlined by describing the 22 separate "systems" involved.

System 'A': Beer & Garbage

System "A" comprises the beer and garbage refrigerators which are adjoining. Two ceiling-mounted CO-820 Frigidaire forced-air coils are located in the beer refrigerator, the liquid and suction lines connecting them being concealed in the ceiling. Usual practice would be to run the lines between the two unit coolers around the walls of the room.

Each blower coil has a thermostatic expansion valve. Operation of the coils is controlled by thermostats operating a solenoid valve in the liquid line.

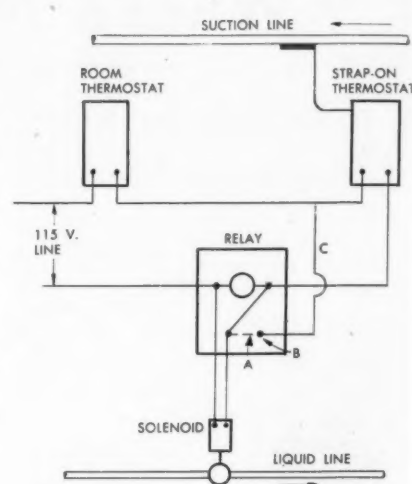
In the adjoining garbage refrigerator there is a ceiling-mounted R-73 Kramer radial unit cooler with a similar control system.

A special room control system designed to insure that the coils are completely defrosted during each off cycle has been incorporated in the beer and garbage refrigerators and five other coolers—the meat, dairy, baker's, left-over, and vegetable rooms.

Besides the room thermostat to control the liquid line solenoid, a strap-on thermostat with its bulb attached to the suction line leaving the coil is also in the room control circuit along with a relay.

Purpose of this is to prevent the room thermostat from opening the solenoid valve before the coil is completely defrosted, as might happen if the cooler door were allowed to stand open during the off cycle. The room thermostat operates on a 4° F. differential, and under these circumstances it is considered entirely possible that the room might

Special Defrost Control



As explained in the text, this special control hookup is designed to prevent the system cutting in before defrosting of coils is completed.

warm up to the cut-in point of the room thermostat before the coil had been defrosted.

The strap-on thermostat prevents the solenoid valve in the liquid line being opened until the suction pressure has reached a point high enough to indicate the coil is fully defrosted.

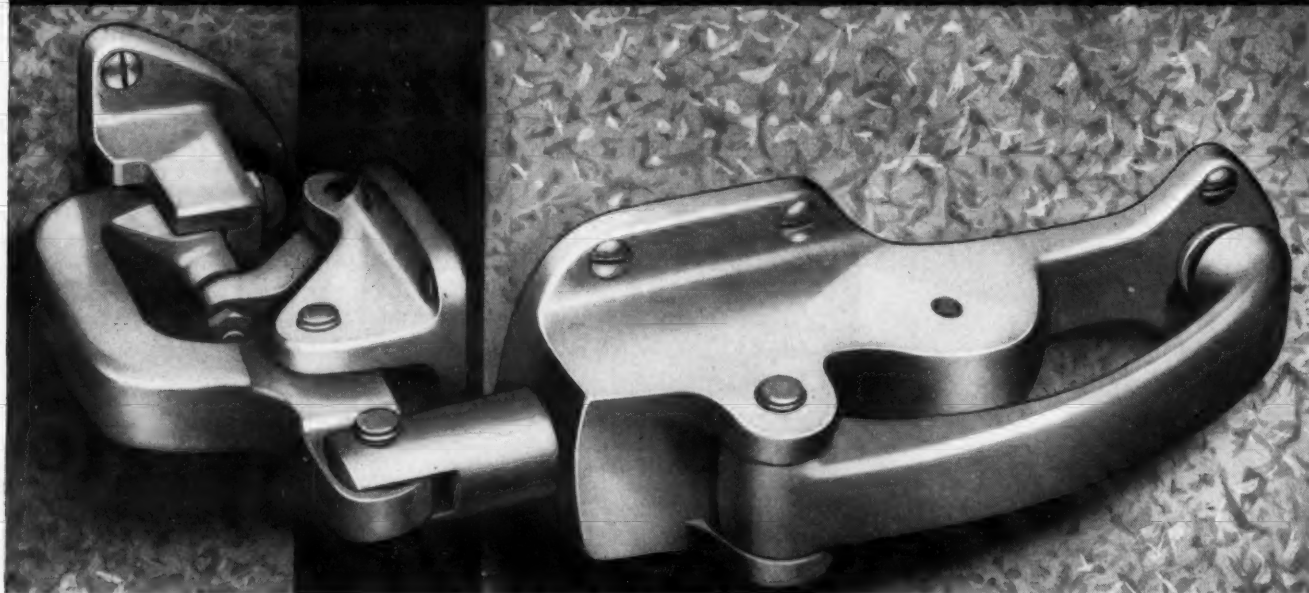
How this control circuit works is shown in the accompanying wiring diagram. Normally the contacts of the strap-on thermostat are open. As the room temperature reaches the cut-in point of the room thermostat, its contacts close. But if the strap-on thermostat is still open, no circuit is completed through the relay to open the solenoid.

When the suction temperature rises high enough, the contacts in the strap-on thermostat close, causing relay arm "A" to make contact with "B," thus completing the circuit to the solenoid, which opens and permits refrigerant to flow to the thermostatic expansion valve.

At the same time the current from the room thermostat now by-passes the strap-on thermostat through jumper "C" so that even though the contacts in the strap-on thermostat will open as the suction pressure falls, the room thermostat and relay will still hold the solenoid open until the temperature falls enough to satisfy the room thermostat.

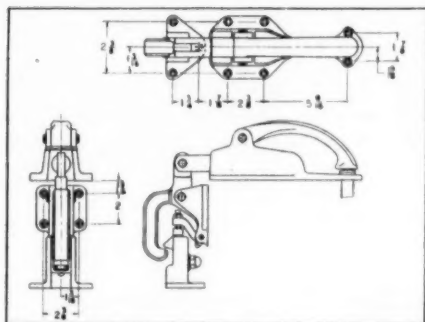
When the room thermostat reaches (Continued on next page)

Simple "open-and-shut" FOR HARDENING ROOMS



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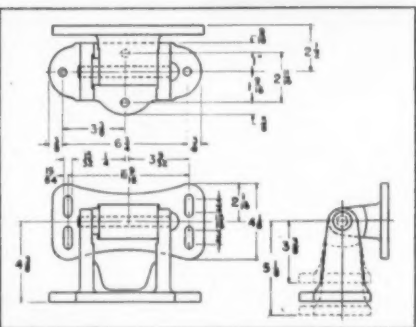
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All of these well designed, well engineered controls are now being manufactured throughout in the new Marsh plant. As a result, the advanced design and engineering of the Electrimatic line is being given the advantage of greater precision in a plant that is manned and tooled for manufacturing equipment of the Electrimatic type.

A few of the Marsh-built Electrimatic controls are illustrated here. Note the popular Type WP condenser water regulator — a direct-acting piston type regulator for Freon, sulphur, and methyl. designed to operate smoothly without chattering. For heavier duty service there is the pilot operated Type WK regulator, and the Type WJ pilot operated regulator for services requiring a tremendous capacity.

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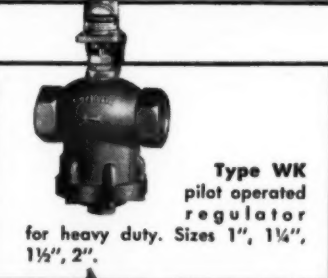
JAS. P. MARSH CORPORATION

Dept. D. Skokie, Ill.

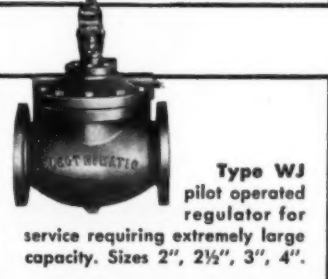
The Marsh-built Electrimatic line also includes water regulators for ammonia service; temperature actuated suction throttling valves; temperature actuated flow control valves; packless solenoid valves and other related controls. Ask for complete catalog.



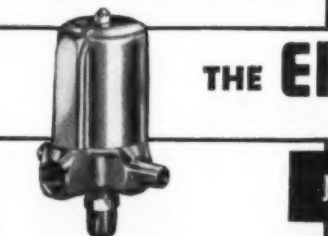
Type WP non-chattering direct-acting water regulator. Sizes 3/8", 1/2", 3/4"



Type WK pilot operated regulator for heavy duty. Sizes 1", 1 1/4", 1 1/2", 2"

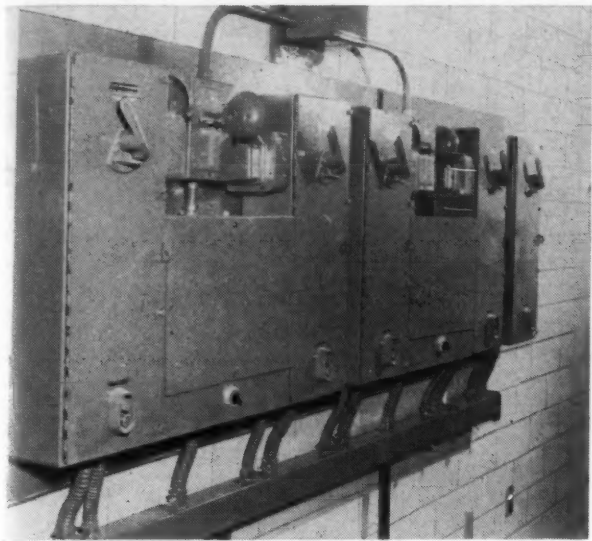


Type WJ pilot operated regulator for service requiring extremely large capacity. Sizes 2", 2 1/2", 3", 4"



Type SL packless solenoid stop valve. Wide range of sizes.

Main Kitchen & Cafeteria In Veterans Memorial Have 15 Pieces of Refrigerated Equipment



LEFT: This neat control panel in the largest refrigeration machinery room controls five compressors. Four are interconnected in two pairs to provide sequence operation.

RIGHT: Most of the refrigeration at the Veterans Memorial is concentrated in the main kitchen and cafeteria located in the basement.



System 'A' Time-Delay Relay Can Use Both Compressors To Lower Suction Pressure

(Continued from preceding page) the cut-out point, it opens the circuit, closing the solenoid valve and causing relay arm "A" to break contact with "B." Thus, before the solenoid valve can be opened again, both the room thermostat and strap-on thermostat will have to be satisfied to complete the circuit.

Under normal circumstances, the strap-on thermostat would cut in before the room thermostat, but this

hookup insures complete defrosting regardless of room temperature conditions.

Mounted on a platform suspended from the ceiling behind the garbage refrigerator are two Frigidaire CWK-150T cross-connected compressors supplying refrigeration for the beer and garbage refrigerators. Both machines are driven at 725 r.p.m. by 2-hp. motors, and, according to specifications, each delivers 18,550 B.t.u./hr. at 25° F. suction and 105° F. condensing temperatures. Both are water-cooled machines.

The platform on which these two machines are mounted is suspended over the York Flake-Ice unit that is designated as system "J." The ice machine feeds through the wall of the beer refrigerator so that the ice flakes collect in a large bin inside the beer cooler.

Compressor control hookup for System "A" (also used on Systems "B" and "C") is interesting in that it provides an automatic sequence control circuit.

There is a low-pressure control for each of the two machines, the two controls also both being interconnected through a time-delay relay. The two controls have different settings.

Assuming that both machines are off, when the suction pressure rises to the cut-in point, the No. 1 control cuts in the No. 1 condensing unit, the control being set high enough to let the system operate on a defrost cycle.

If the No. 1 unit lowers the suction pressure below the cut-in setting of the No. 2 control within approximately 3 minutes, then the No. 1 machine only will operate.

However, if the suction pressure isn't lowered fast enough, the time-delay relay permits the No. 2 low-pressure control to cut in the No. 2 compressor. Both compressors then operate until the low-pressure control for the No. 1 machine is satisfied, cutting out both machines.

Manual Switch Evens Wear

To provide for even wear on both machines, a manual selector switch is mounted on the control panel. It is intended that this switch be thrown about once a week so that each machine alternates every week between the No. 1 and No. 2 spots. Obviously, the No. 1 machine will run more than the No. 2 machine.

Such an arrangement is designed also to let one machine provide stand-by service in the event the other should fail or be out of service temporarily.

Also part of the machine control system is an alarm bell connected to the high-pressure safety cut-out. Should a compressor cut out because of abnormally high pressure such as

would occur in the event of condensing water failure, the alarm bell would ring to attract attention.

The second refrigeration system—"B"—is also located in the basement for the main kitchen and consists of the meat, dairy, and baker's refrigerators.

There are three Frigidaire "Moist-temp" gravity coils in the meat refrigerator, three in the dairy cooler, and two in the baker's refrigerator. Each coil is supplied through a thermostatic expansion valve with a hookup that includes heat exchangers on the coil manifolds. Permanent driers are also employed, being located within the refrigerated space.

The high sides for system "B" consist of two interconnected CWK-200T3 water-cooled compressors driven at 675 r.p.m. by 3-hp. motors specified to supply 23,900 B.t.u./hr. at 25° suction and 105° condensing temperature.

These two machines are located in a machinery room that also houses two units for system "C" and a single unit for system "D." The four machines for systems "B" and "C" are mounted on a double-deck channel-iron framework and have the same type of control equipment used for system "A."

System "C" includes the left-over refrigerator and the vegetable refriger-

erator, the condensing units being two cross-connected CWK-150T water-cooled units driven at 620 r.p.m. by 1½-hp. motors to supply 16,950 B.t.u./hr. each at 30° suction and 105° condensing.

In the left-over refrigerator two gravity coils are employed, while four are mounted in the vegetable refrigerator. Within the latter is the frozen food freezer room, which with its condensing unit is designated as system "D."

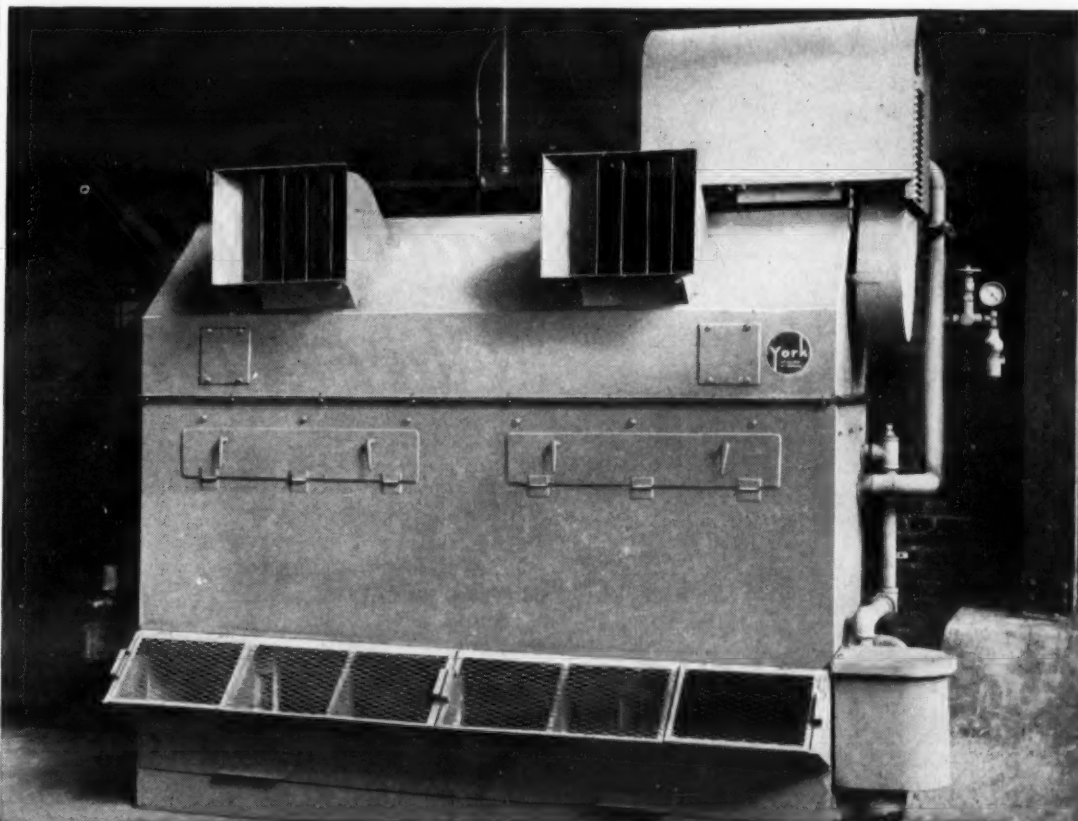
Low sides of the freezer room consist of Dole plates including both shelves and overhead types. There are four shelves on two sides of the

(Concluded on next page)

TO OWNERS OF AIR CONDITIONING AND REFRIGERATION EQUIPMENT...

Worried Over Water

The York Water Economizer, equipped with Revere Copper and Brass Fittings to guard against corrosion and assure trouble-free operation, will save you up to 95% on water.



FOR many years Revere has furnished the York Corporation, York, Pa., with copper and brass for use in its air conditioning, refrigeration and heating equipment. Engineers at York tell us that during that time they have learned to depend on Revere Products for high quality and uniformity of metal, correct temper, and strict adherence to specifications.

It was this satisfaction with Revere over the years that led York engineers to specify Revere Products for the York Water Economizer. The brass spray nozzles and copper water and refrigeration tube with which this unit is equipped assure constant, trouble-free protection against that efficiency-destroyer which is ever-present when water and metals get together... corrosion.

This is a mighty important thing for York, and a mighty important thing for present and prospective owners of air conditioning and refrigeration equipment. The York Economizer itself is a mighty important unit right now, too. For, with water a most critical item in many sections of the country, both from the standpoint of supply and disposal facilities, the York Water Economizer makes it pos-

sible to save up to 95% of the amount of water normally required. On a typical installation of 100 tons of refrigeration capacity, for example, 17,100 gals. of water can be saved every hour of operation!

York also uses Revere Copper and Brass products in its water coolers, for cooling coils, chilled water piping, and other component parts of its air conditioning systems.

Perhaps there is a Revere Metal or alloy that you can use to advantage in your product. Why not call the nearest Revere Sales Office and see?

REVERE

COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801

230 Park Avenue, New York 17, New York

Mills: Baltimore, Md.; Chicago, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Rome, N. Y.—Sales Offices in Principal Cities, Distributors Everywhere.

IT TAKES A
HEAP
OF SELLING
TO OUTSELL

Beverage-Air



A SURE
HIT
EVERY
TIME

CLUB BARS
DIRECT DRAWS
BEVERAGE COOLERS
DAIRY MODELS
CUBE MAKERS

WRITE FOR COMPLETE INFORMATION

THE
PUNXSUTAWNEY
COMPANY

PUNXSUTAWNEY, PA.

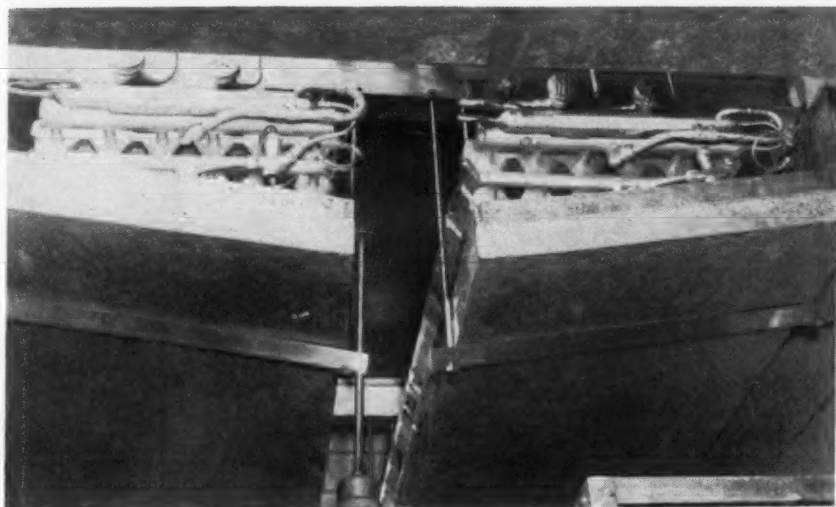
With Every
ICE MAKER...

Use **Filtrine**
HIGH EFFICIENCY

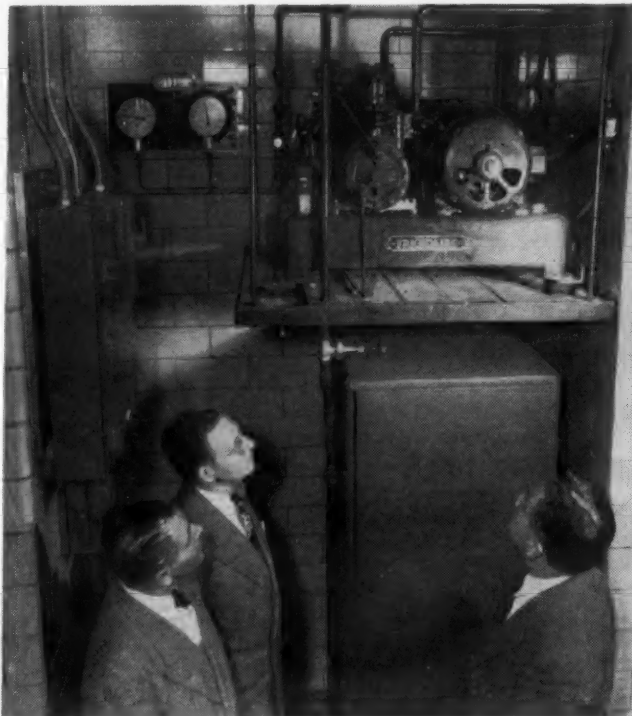
SAVE SERVICE —
remove TASTES, SOLIDS

FILTRINE MANUFACTURING COMPANY
Brooklyn 5 New York

'Double Decking' of Condensing Units Makes Efficient Use of Space In Veterans Memorial



Gravity type coils such as these are employed in several of the coolers in the new Detroit Veterans Memorial building. Note the heat exchangers and manifolds for each coil.



LEFT: Examining the suspended platform on which two condensing units are mounted at the Veterans Memorial are Tom Murray and George Poggen of the Frigidaire Detroit branch and J. R. Miller. RIGHT: Four condensing units are double-decked on this angle-iron framework in the main refrigeration machinery room in the basement. Fifth unit in background handles the frozen food room. Pressure gauges are permanently installed.

Condensing Units Mounted over Reach-Ins Make Compact Refrigeration Installation

(Concluded from preceding page) room made up of four 22 by 48-in. shelf plates and four 22 by 72-in. plates, all spaced on 22-in. centers. Suspended from the ceiling are two banks of four 12 x 72-in. plates.

The plates in the freezer room are supplied by a single condensing unit located in the machinery room beside the four machines for systems

"E" and "C." This unit is a CWK-150T water-cooled job driven at 725 r.p.m. by a 1½-hp. motor to supply 7,930 B.t.u./hr. at -10° suction and 105° condensing.

Remaining systems in the Veterans Memorial are somewhat less elaborate. Systems "E" and "G" each consist of a single CWK-50T water-cooled machine operating at 520

r.p.m. with a ½-hp. motor supplying 6,275 B.t.u./hr. at 25° suction and 105° condensing temperature for a four-door reach-in refrigerator. One reach-in is located in the main kitchen, the other in the basement cafeteria. In each instance, the unit

is mounted above the refrigerator, the reach-ins being equipped with two Betz mullion unit coolers.

System "F" is the self-contained Carrier automatic ice cube maker located near the main kitchen area in the basement.

A cold salad plate in the basement cafeteria comprises system "H." It is supplied by a CWK-100T water-cooled unit operating at 740 r.p.m. with a 1-hp. motor to supply 7,600 B.t.u./hr. at 0° suction and 105° condensing, the machine being located in a compartment beneath the counter.

System "I" is identical with "H," being a cold drink plate in the basement cafeteria.

The last system in the basement area is "J," the previously mentioned Flake-Ice machine next to the beer refrigerator.

On the first floor of the memorial building are located systems "K," "L," and "M" in the kitchen for the main banquet hall. System "K" is a four-door reach-in fitted with two mullion coolers with the condensing unit mounted on top. The latter is a CWK-100T water-cooled unit operating at 650 r.p.m. with a 1-hp. motor supplying 11,512 B.t.u./hr. at 25° suction and 105° condensing temperature.

Adjoining this is another reach-in, system "L," for holding ice cream desserts. Inside the four-door box are nine 26 by 46-in. Dole plates spaced on 6-in. centers. On top the refrigerator is a CWK-150T water-cooled unit driven at 740 r.p.m. by a 1½-hp. motor. It supplies 5,920 B.t.u./hr. at -10° suction and 105° condensing temperature.

Located also in the main banquet hall kitchen is a water cooler—system "M"—that is refrigerated by a

CWK-150T machine powered at 725 r.p.m. by a 2-hp. motor to supply 19,800 B.t.u./hr. at 30° suction and 105° condensing temperature.

Systems "N," "O," "P," "Q," "R," and "V" are identical, each being a four-door reach-in cooled by a ½-hp. sealed Meter-Miser condensing unit mounted on top of the box. Systems "N" and "Q" are in two meeting room kitchens on the fifth floor; systems "O" and "R" being in similar kitchens on the sixth floor; system "P" is in a seventh floor kitchen while system "V" is in the kitchen serving the tenth floor penthouse.

On the eighth floor is a rather large kitchen designed for serving the sizeable banquet hall on the same floor. Three refrigeration systems are in the kitchen. System "S" is a four-door reach-in on top of which is mounted a CWK-75T water-cooled Frigidaire unit running at 685 r.p.m. Powered by a ¾-hp. motor, it is intended to deliver 7,772 B.t.u./hr. at 25° suction and 105° condensing temperatures.

Another reach-in in this kitchen, system "U," is identical to system "S."

System "T" consists of a salad plate and an under-counter pastry refrigerator in the eighth floor kitchen powered by a CWK-50T water-cooled unit driven at 520 r.p.m. by a ¾-hp. motor to produce 6,275 B.t.u./hr. at 25° suction and 105° condensing temperature.

Hardware Handles Servel Line

ARDMORE, Okla.—The Pioneer Hardware Co., 9 East Main St., one of the oldest firms in Carter County, Oklahoma handling refrigerated air conditioning, has been named dealer for Servel air conditioning units.

2 Cubic Inches Extra

Dehydrant Capacity in this New Type 705 Drier

PLUS THESE Added High Quality Features

- 1 All Brass Construction—highly polished.
- 2 Choice of Silica Gel or Duclal Drierite.
- 3 Glass Wool Pads provide progressive filtration and spring action on dehydrant.
- 4 40 x 200 mesh outlet screen.
- 5 Forged Brass End Caps with integral flare line connections, silver brazed to shell.
- 6 Wide wrench flats facilitate installation.
- 7 Furnished with flare nuts and seal bonnets.

**LOW
IN
PRICE**

Listed by Underwriters Laboratories, Inc.

Size connections ¼", ¾" and ½" flare—8 to 32 cubic inches capacity.

Valves, Driers, Strainers, Control Devices
and Accessories for Refrigeration
and Air Conditioning and
Industrial Applications.

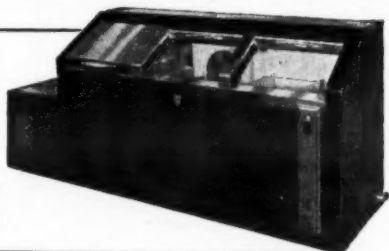


SOLD BY LEADING WHOLESALERS

HENRY VALVE CO.

Melrose Park, Ill. (Chicago Suburb) Cable: HEVALCO Melrose Park, Illinois

PERLICK'S popular OLYMPIAN BOTTLE COOLER



Cools More Bottles...

Costs Less To Operate!

4 Sizes
50" to 10' Long

In Stainless Steel
or Black Enamel

Your customers will be happier with a Perlick Olympian Bottle Cooler, because of its greater bottle capacity. But that's not all... its better construction and heavier insulation also mean lower cooling cost and longer service.

Now, due to increased demand and mass production economies, the Olympian Bottle Cooler has a NEW, REDUCED PRICE that makes it a better buy than ever!

Write for Bulletin No. 56

Perlick
BRASS CO.
Milwaukee 10, Wis.



Cake Baking Contest Pans Out Well for Midwest Appliance Dealer

Largest Cake Baking Contest Ever Conducted In Ohio!! Betty Crocker Chiffon Cake Contest

SPONSORED BY
Canter & Oller, Frigidaire Distributors
and Wheeler's Super Market for
FEDERATED WOMEN'S CLUBS OF SIDNEY, OHIO

Grand Door Prize
A new 30-in. Frigidaire range
to be won by the contestant who
bakes the best cake.

CONTEST RULES
1. Contest open to all women
residing in Sidney, Ohio.
2. Contest runs from May 15 to
May 25, 1950.
3. Prizes to be awarded as follows:
First Prize: A new 30-in. Frigidaire range.
Second Prize: A new 24-in. Frigidaire range.
Third Prize: A new 18-in. Frigidaire range.
Fourth Prize: A new 12-in. Frigidaire range.
Fifth Prize: A new 8-in. Frigidaire range.
Sixth Prize: A new 6-in. Frigidaire range.
Seventh Prize: A new 4-in. Frigidaire range.
Eighth Prize: A new 3-in. Frigidaire range.
Ninth Prize: A new 2-in. Frigidaire range.
Tenth Prize: A new 1-in. Frigidaire range.

HARPEN YOUR BAKING SKILL NOW
Wheeler's Betty Crocker Chiffon
Cake Baking Contest is just
One Week Away!



AN AUCTION sale was held with the prize-winning cakes going on the block to be sold to the highest bidder who was Mr. Canter. He later displayed them in the window of the dealership.



FIRST PRIZE went to Mrs. Robert Leshner, right. Looking on as she inspects new Frigidaire range are Mr. Oller, Miss Koogler, and Mr. Canter. The winning cake was baked on an 8-year-old Frigidaire range.

Supermarket, Producer, Women's Clubs Cooperate In Successful Promotion Stunt From Which Everybody Received Benefits

SIDNEY, Ohio—Pulling out all the promotion stops to play a dollar-ringing tune on the cash register, Canter and Oller, Frigidaire dealers in this Ohio town of 13,000 completed one of their most successful selling stunts earlier this year.

Hailed as the largest chiffon cake baking contest ever held in Ohio, the stunt involved the dealer, General Mills, and a local supermarket. Each benefitted in his own way—the dealer getting new prospects, General Mills selling its Betty Crocker baking products, and the supermarket receiving increased traffic and sales.

In addition, the Federated Women's Clubs of Sidney supported the entire contest and received the proceeds of the final cake auction for charitable use.

Started three weeks before the judging day, Feb. 10, the idea was simply to get people acquainted with General Mills products, including their famous chiffon cake recipe, promote the new 1950 Frigidaire appliance line introduced in January, and build traffic for Wheeler's supermarket, a local independent. The support of the Federated Women's Clubs was enlisted with remarkable success.

At the final judging, 184 cakes were entered and 250 attended the cake auction. Oller says the event was better than anticipated and that he and his partner will be reaping the benefits for a year to come.

Only five rules were used: participants had to use a special recipe, bake it in a 10-in. tubular cake pan, send it in with an official entry blank, let it become the property of the Women's Clubs, and abide by the decision of the judges.

The recipe could only be picked up at Wheeler's while the entry blank had to be secured from Canter and Oller.

The prizes included a Frigidaire range and refrigerator, two silverware bridge sets, one with chest, a silver cake plate, and a Betty Crocker iron.

During the three weeks preceding the final judging, the contest became the talk of Sidney and Shelby county. It was announced at every meeting of women's clubs; large space advertisements were run in the local daily newspaper (circulation 10,000); throwaways were distributed throughout the county; and the paper ran several news stories.

The range and refrigerator were displayed at both the supermarket and in Canter and Oller's window. Four advertisements per week were run by the dealer while the supermarket had three one half page advertisements and one double page spread.

The advertisements were either devoted entirely to the contest or a box was inserted calling attention to it. A four-page tabloid by the dealer was inserted with the newspaper two nights before the final judging.

At the supermarket, a new Frigidaire range with 30-in. oven was kept in operation with home economists passing out cookies. This was continued the day after the contest, a Saturday, to receive the benefit of large crowds doing weekend shopping.

Although 184 cakes were entered in the final judging, it is believed that far more cakes were baked. Approximately 600 entry blanks were picked up from the dealer and hundreds of recipes from the supermarket.

The judges were Miss Betty Lou Koogler, Frigidaire home economist, Mrs. George Brell, a former county fair cake judge, and Miss Pearl Sommers, Shelby county home demonstration agent.

After the cakes were judged, they were auctioned off. Canter and Oller bid against each other for the winner with Oller walking off with the pastry for a taking price of \$16. The cake was later seen in the dealership's large front display window.

The cakes, other than the five winners, were put on sale at Wheeler's for \$1 apiece. By coincidence, the winning cake was baked

in an eight-year-old Frigidaire range which Canter and Oller had sold.

"This was one of the best promotions we have ever had," says Oller. "It was relatively inexpensive and we picked up quite a list of new prospects. I even sold a range to a woman I had been calling on for two years."

"It was our first big splash with our 1950 line and we laid heavy emphasis on the new 30-in. range

with giant oven. There is certainly a market for that in our area and we intend to make the most of it," Oller stated.

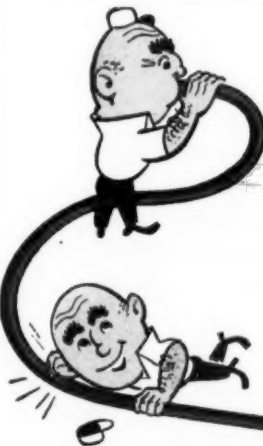
Although the firm contributed the electric range as first prize, the door prize, a refrigerator, was purchased at cost by Wheeler's. The advertisements were on a cooperative basis with Frigidaire while General Mills helped out on the supermarket advertisements.

A 10-year-old firm that was started, as Oller says, "on the eyelid of a shoestring," Canter and Oller grossed \$150,000 last year.

For the first six months of 1948, it claims to have done 53% of the electric range business in Shelby county, putting in 120 new and used ranges. The firm does its own installation, charging the customer the exact cost for it. They operate within a 30-mile trading area.

Cold facts on Bundyweld for refrigeration tubing

Refrigeration men are steamed up over this new hermetic motor compressor—with good reason! Beautifully designed for minimum space, it embodies the latest engineering developments. The tubing specified by its manufacturer? Doubly strong, double-walled Bundyweld, of course! Why...?



For one reason, Bundyweld is more leakproof than practically any other type tubing, as tested by halogen vapor leak detectors, accurate for 1/100 ounce leakage per year. Bundyweld's walls are copper-brazed through 360 degrees—tight, sturdy and extra-strong.



For another, Bundyweld cools faster. Bundyweld's exclusive double-walled construction permits thinner walls—and thinner walls mean faster cooling! Still, you can bend it to short radius turns—it won't collapse or weaken structurally.



Finally, a cool profit through a minimum of rejects, better performance in finished product and savings in time and labor is yours with Bundyweld. No other tubing can do your refrigeration job as well, for no other tubing can match all Bundyweld's advantages.

Bundyweld Tubing

DOUBLE-WALLED FROM A SINGLE STRIP



SIZES UP TO 5/8" O.D.

WHY BUNDYWELD IS BETTER TUBING



Bundyweld starts as a single strip of basic metal, coated with a bonding metal. Then it's...



continuously rolled twice around laterally into a tube of uniform thickness, and



passed through a furnace. Bonding metal fuses with basic metal, presto—



Bundyweld... double-walled and brazed through 360° of wall contact.

Bundy Tubing Distributors and Representatives: Cambridge 42, Mass.: Austin-Hastings Co., Inc., 226 Binney St. • Chattanooga 2, Tenn.: Pearson-Deakins Co., 823-824 Chattanooga Bank Bldg. • Chicago 32, Ill.: Lapham-Hickey Co., 3333 W. 47th Place • Elizabeth, New Jersey: A. B. Murray Co., Inc., Post Office Box 476 • Philadelphia 3, Penn.: Ruten & Co., 404 Architects Bldg. • San Francisco 10, Calif.: Pacific Metals Co., Ltd., 3100 19th St. • Seattle 4, Wash.: Eagle Metals Co., 3628 E. Marginal Way Toronto 5, Ontario, Canada: Alloy Metal Sales, Ltd., 881 Bay St. • Bundyweld nickel and Monel tubing is sold by distributors of nickel and nickel alloys in principal cities.

Genuine Joe says... "Always buy Genuine WAGNER Brushes"

Replace brushes in Wagner Motors with genuine Wagner brushes because Wagner correct grade brushes give maximum performance, commutator and brush life. Identify them by the name WAGNER on the brushes.

Wagner Electric Corporation
801 PLYMOUTH AVENUE, SAINT LOUIS 19, MO., U. S. A.

HARRY ALTER'S DEPENDABOOK
No. 152 SPRING AND SUMMER EDITION

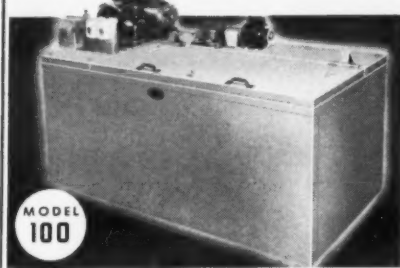
BARGAINS in Refrigeration PARTS

WRITE—ON YOUR LETTERHEAD—for the latest edition of the DEPENDABOOK—No. 152... Lots of new items. Lots of bargains... some 60% below standard prices!! Depend on the DEPENDABOOK. Save Money.

"SERVICE doesn't falter when it comes from HARRY ALTER"

THE HARRY ALTER CO.
Wholesale Only
1728 S. Michigan Ave., Chicago 16, Ill.
134 Lafayette St., New York 13, N. Y.

AMERICA'S FASTEST MILK COOLER



MODEL 100

PATENTED

WOGGLE-SCRUB

COOLS 95° MILK TO 45° IN ONLY 30 MINUTES

DUAL CIRCULATOR MILK COOLERS COOL MILK TO 50° WITHIN ONE HOUR

PROMPT SHIPMENTS DISTRIBUTORSHIPS

AVAILABLE

THE WARREN COOLER CORP.

P. O. BOX 1436 ATLANTA, GEORGIA

REFRIGERATION & AIR CONDITIONING
UNITS • PARTS • TOOLS • SUPPLIESPicking up supplies
costs you money.Save by depending
on AIRO fast service.Write for catalog 49A
on your letterhead.

AIRO SUPPLY CO.

2732 N. ASHLAND AVE., CHICAGO 14, ILL.

Frozen Meat Cuts

West Coast Packer's Plan To Merchandise Them Through Retail
Stores May Create Big Market for Low-Temp Storage Cases

SAN FRANCISCO—A new approach to frozen meat merchandising, now being inaugurated in northern California, holds promise of added profits to commercial refrigeration and home appliance dealers as well as meat packers, grocers, and meat retailers.

The plan, being put into operation by the Durham Meat Co., 683 Howard St., San Francisco, actually is a joint venture of the refrigeration and meat industries. It envisions, and is achieving cooperation among equipment men, contractors, home freezer outlets, meat suppliers, and local butcher shops.

It has been described as a "sensational venture" by one large refrigeration distributor while another already has gone on record as declaring the plan will make "mandatory" purchases of freezer-holding cabinets by all butchers and grocers.

Basis of the new merchandising plan is the packaging and distribution of quick-frozen meats by Durham Meat Co., a long-established Western meat packing firm. The steaks, chops, and roasts, some 28 different cuts and types, are destined for the consumer through his corner grocer, local meat market, and eventually through local locker plants.

In the mind of the plan's originator, Edward H. Schroeder, this new method of meat distribution opens up not only new fields of profit for the meat packer and retail butcher but also for commercial freezer distributors, refrigeration contractors, and home freezer outlets.

That the refrigeration industry in northern California has been quick to agree with him is evidenced by



Inspecting a sample of quick-frozen, pre-packaged meat cuts destined to be sold by the corner grocer or meat market are (l. to r.): James Scatena, Scatena York Co., San Francisco; Edward H. Schroeder, Durham Meat Co., San Francisco; and Benny Steinkuller, York Corp. factory representative.

the cooperation extended by major distributors in this area.

Since the plan depends on consumer reaction for its ultimate success, it is noteworthy that the advantages of frozen meat purchases evidently have been quickly apparent to the average homemaker. Meat dealers are being educated to instruct their customers on the convenience, minimum wastage, and comparable cost of quick-frozen meats.

The small investment for this type of meat purchase brings into the prospect market all those customers for whom purchase of a half-steer at a locker plant is economically infeasible.

For their part, meat dealers in-

cluded in this well thought-out program, are being educated to the advantages of stocking Durham frozen meats. The packages are available in two types: consumer and "family style." The Durham consumer packages weigh from 4 oz. to 2 lbs., except roasts which weigh up to 5 lbs. Each package contains one cut of properly aged meat, individually vacuum-packed in Cry-O-Vac bags and quick frozen.

The family-style packages are identical except that unit groups, such as five individual steaks, four chops, or 10 hamburger patties are included in a polyethylene bag. These appeal to grocers, butchers, and families having access to frozen food storage facilities since buyers can use as much of the meat as they desire, replacing the rest in the polyethylene bags for future use.

Cost to the consumer of the quick-frozen meats can be comparable to fresh meats, according to Schroeder, since the dealer effects real savings by purchasing the frozen meat packages.

"The savings which the meat dealer realizes as the result of little or no wastage, reduction of labor

costs for handling, trimming and cutting, and packaging for self-service enable a reduction of his mark-up from 25% to 15% for example, with no loss in net profit," Schroeder avers.

As presently planned, the individually packaged frozen meat cuts will be distributed through established frozen food brokers to grocers having freezers and holding units. By making the large variety of Durham cuts available, Schroeder says, the net effect will be to place a full-scale meat department in every corner grocery store.

Schroeder acknowledges that in some communities local ordinances regulating the sale and handling of meat may have to be amended to provide for the advent of frozen meats. This already has been done, he stated, in San Francisco and Berkeley, and, he adds, it is a detail easily accomplished with the combined weight of the grocers associations, refrigeration industry, frozen food group, and housewives leagues which are made aware of the benefits involved.

"Representatives of homemakers groups already are on record endorsing the sale of frozen meats through grocery stores at any time the store is open," he stated.

BUTCHERS 'LOCKER OPERATORS'?

The family-style packages will be distributed through established meat shops. They will meet the present-day need of butchers for specialty cuts to supplement carcass purchases. Within five years, Schroeder expects, the family-style pack will put butcher shops into the locker business.

"The butcher with a freezer cabinet will be in the same position as the locker plant operator with only a fraction of the investment," he predicts. "Instead of the \$50,000 to \$150,000 necessary to establish a locker plant, the butcher will only have to expend between \$400 and \$1,500 to put himself on the same level."

The ability of Durham to supply the expected demand for its frozen meat cuts may be gauged by the fact that the company presently is packing and freezing 40,000 lbs. daily. This is only one half of the capacity it has leased from Union Ice Co.'s mammoth Mountain View plant, where the extensive research and experimentation took place.

(Concluded on next page)

LOOK!

This partial list of satisfied customers and recent installations says more than a thousand words about our ability to meet your most exacting specifications—in any size or floor plan—on Frozen Food Storage Rooms, Locker Rooms and Freezing Tunnels. FBD Walk-In Rooms come in either Armormply* (the newest development in refrigeration construction) or low cost Plywood. Sectional warehouses range from 1 to 50 carload capacity (normal and low temperatures 45° to -30°).

STANDARD BRANDS

At Passaic, New Jersey.....	47 x 51
At Boston, Massachusetts.....	48 x 63
At Minneapolis, Minnesota.....	16 x 30
	16 x 26
At Milwaukee, Wisconsin.....	16 x 30
At Birmingham, Alabama.....	16 x 42
	16 x 45
At Providence, Rhode Island.....	16 x 30

BORDENS

At Burlington, Vermont.....	12 x 33
At Wallingford, Vermont.....	20 x 24
At Ogdensburg, New York.....	12 x 24

ABBOTTS

At Salisbury, Maryland.....	16 x 29
At Reading, Pennsylvania.....	16 x 41

BOB WHITE FROSTED FOODS

At Reading, Pennsylvania.....	60 x 76
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MINUTE-MAID CORPORATION

At Davenport, Florida.....	20 x 60 Freezing Tunnel
----------------------------	-------------------------

PET DAIRIES

At Durham, North Carolina.....	12 x 21.6
At Knoxville, Tennessee.....	12 x 21.6

ARDEN FARMS

At Yakima, Washington.....	21 x 45
----------------------------	---------

Our broad experience and fine quality workmanship are at your service. So write today stating your requirements. You'll be pleased with our proposal.

Address Dept. 40

FREEZER BOX DIVISION

ANNAPOLIS YACHT YARD, INC.

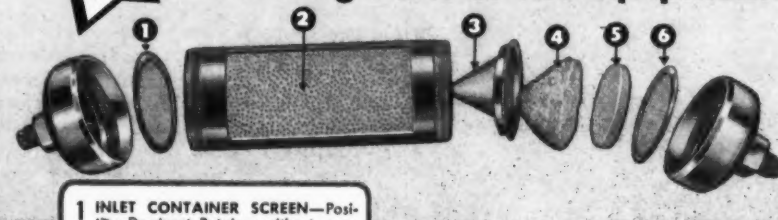
1700 WEST STREET • ANNAPOLIS, MARYLAND

THE Streamline DELUXE DRIER

"CLEANS AS IT DRIES"

A REFRIGERATION SYSTEM!

6. "IN-LINE" Cleaners Safeguard Vital Working Parts of The Equipment!



- 1 INLET CONTAINER SCREEN—Positive Detergent Retainer without pressure drop.
- 2 DRYING AGENT—Installed under strict laboratory control with sealed charging equipment.
- 3 LOCKED-IN CONE OUTLET SCREEN—Extra Capacity free flow strainer surface.
- 4 FILTER BED—Chemically cleaned wool mass traps fine metallic grit and sludge.
- 5 WHITE WOOL DISC—Doubles filtering capacity.
- 6 OUTLET RETAINER SCREEN—By itself, equal to the filter elements in most ordinary driers.

For over 10 years the STREAMLINE Deluxe Drier has proved its ability to thoroughly clean and dry a refrigeration system. This "Double-Duty" Drier, with its unique cone screen filtering unit, is designed to remove metallic filings, lint, sludge and grit as well as doing a "one pass" job of removing all harmful moisture. Forged brass ends are threaded and soldered to the heavy copper shell for extra strength and safety. Packaged in individual and multiple cartons for double protection of your investment. Keeps parts clean and safe from damage from the factory to the job.

MUELLER BRASS CO.
PORT HURON, MICHIGANORDER A CARTON TODAY
from your refrigeration wholesaler

Frozen Meat Packaged by Cuts Could Help Hotels, Restaurants Save on Purchases

(Concluded from preceding page)

Present head of the 58-year-old Durham Meat Co. is Armando J. Flocchini, who has been president and general manager since 1934. The company annually grosses about \$4 million, 75% of which is under government contract, 15% for hotels and restaurants, and the remainder to retail butchers who buy cuts instead of carcasses.

Frozen meat cuts for the retail trade, Flocchini says, had been in his mind for four or five years but has been possible only after considerable experimentation. In assurance of maintenance of high quality, he points out that among the first customers for Durham frozen meats was Simon Brothers, widely-known California specialty grocer, catering to the carriage trade.

"All our meats are U. S. inspected, grade good," the meat packer states.

AID TO FREEZER SALES

Based on his experience, Flocchini anticipates that hotels and restaurants will eagerly welcome frozen meat cuts. "Those who don't have freezers, will get them to economize on their meat purchases." The reason, he adds, is that frozen meat purchases will permit controlled cost accounting and inventory of meat use by these quantity buyers as well as greater flexibility in purchasing specific types of cuts to satisfy demand.

"Hotels and restaurants will be able to buy what they want for use when they want it with no heavy investment in waste meat," he says.

Durham, the only Bureau of Agriculture Inspection plant in northern California, is equipped to send meat interstate without further restriction. All Durham frozen meats will be handled out of the main plant with shipments to distributors throughout the country.

To perfect and administer the new program, last October Flocchini brought in Schroeder who has had long experience in the refrigeration industry. "I started with Frigidaire away back in 1925 when we only had a 1/2-hp. compressor with no fins on the coils," Schroeder recalls.

That was in Chicago. Later, he

went to Newark, N. J., where he sold frozen food cabinets in conjunction with Birds-Eye Frozen Foods when Birds-Eye only put out six items. In 1937, he went to Los Angeles and shortly resigned from Frigidaire to pioneer merchandising of 12-oz. frozen food packages. Representing brokers, he undertook educational campaigns on behalf of Polar Brand and Chill-Quic to housewives, schools, colleges, and institutions.

Schroeder remembers that "it was the ice cream people who first took frozen foods seriously" and for them he organized several driver education programs.

In 1941, Schroeder started the Vita-Seal brand to freeze and distribute frozen meats. "It started off grand," he says, "but shortages of packaging materials and meat rationing" cut off the infant industry.

During the war, Schroeder was an Army inspector of materiel including refrigeration equipment. After his army service, he was in the frozen food cabinet division of General Electric, Oakland, before coming with Durham.

Schroeder has attempted to formulate a four-way program for merchandising Durham frozen meats. To all meat dealers in northern California he addressed a form letter pointing out that butchers generally are overlooking a new type of customer: the owner of a home freezer. It points out that home freezer sales in this area have jumped for an average of 600 a month in 1948 to 900 a month in 1949.

Currently, the letter states, locker plant operators are garnering the business of supplying this new market and explains that Durham can place the meat retailer on the same basis with the locker plant operator for "a fraction of his investment in servicing equipment of your own choosing."

To the letter, Schroeder attached a price list of Durham frozen cuts. "Figure out a reasonable profit for volume sales, take the order and call us. We can arrange deliveries to your door," the letter concludes.

LETTER BRIEFS COMMERCIAL DEALERS ON NEW MARKET

As the second step, Schroeder

prepared and mailed a letter to selected commercial refrigeration dealers, contractors, and appliance outlets in the territory. This letter, to which was attached specimens of the bulletin to butchers, explained the program emphasizing that in order for the local meat market operator to "function as a distributor of frozen meat cuts, it is essential for him to have a low-temperature storage space to keep a stock of this merchandise on hand at all times.

"Cooperation between the local appliance or refrigeration dealer and the local meat market operator is definitely a must, because each can trade leads of home owners who have purchased or are considering purchasing frozen food cabinets," the letter concluded after offering to supply the dealer with a complete line of quick-frozen, pre-packaged meat for display purposes at nominal cost.

To some refrigeration dealers, ever alert for new sales opportunities, announcement of the Durham product immediately opened wide vistas of additional prospects. Many wrote or called in for further particulars and several acted instantly to inform their dealerships.

Among these latter was Scatena York Co., San Francisco, which reproduced the Durham letter and sent it out to its entire mailing list along with a company circular describing York frozen food cabinets and a mimeographed memo which stated, in part:

"In cooperation with the Durham Meat Co. on the sensational venture described in the attached letter, the Scatena York Co. offers for as low as 75 cents per day for 24 months a dependable York freezing-holding cabinet with 650-lb. capacity. The

storage facility afforded by this freezer will qualify you for the described sales program."

J. B. Chapman, manager of General Air Conditioning & Heating Co., 2001 Peralta St., Oakland, dispatched a bulletin to all his dealers pointing out: "Durham Meat Co., San Francisco, has instituted a sales program that is going to make mandatory for their customers, butchers, and grocers to own a frozen food storage cabinet."

The bulletin suggests that dealers get busy on immediate follow-ups and explains: "The program with Durham calls for the butcher to own a cabinet outright and stock it sufficiently to supply the householder who already has a frozen food cabinet and to talk up savings effected on bulk buying to the non-owner of a cabinet."

"Get friendly with your butcher; sell him a cabinet and then obtain leads from him on Mrs. Housewife who does not own a storage cabinet."

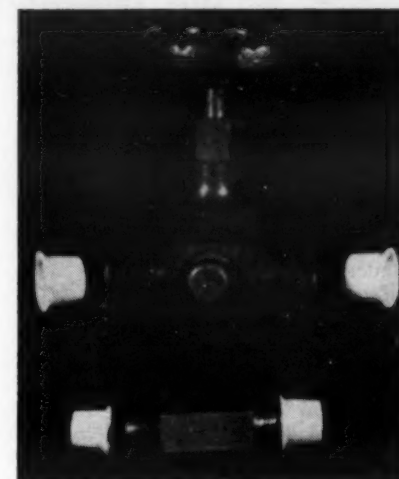
After urging dealers to arrange a live demonstration for prospects, since "your most effective selling is owner-user demonstration," Chapman concludes:

"Don't overlook the butcher. He is going to be a very important man in your area during the months ahead."

Lawrence Furniture Remodels

CHATTANOOGA, Tenn. — The Lawrence Furniture Co. is remodeling the building at 909 Market St. at a cost of \$75,000. Installation of air conditioning equipment will be one of the principal features, according to L. R. Shouse, manager of the firm.

'CaPlugs' Designed for Tubing, Valves, Fittings



BUFFALO—"CaPlugs," plastic closures that can be used either as caps or plugs for tubing, fittings, valves, and other parts, are being manufactured by Protective Closures Co., Inc., 1872 Genesee St., Buffalo 11.

According to the manufacturer, CaPlugs are dust and moisture seals and protectors for threads, male and female, pipe and tubing ends. They are made in a wide range of standard sizes and are designed to fit any diameter, threaded or plain.

The CaPlug is made of polyethylene, which the manufacturer described as extremely tough but flexible. He said it is practically inert material that is impervious to all common chemical reagents such as solvents, sterilizing agents, and caustic and acid baths. It weathers well and is vermin and fungus proof.

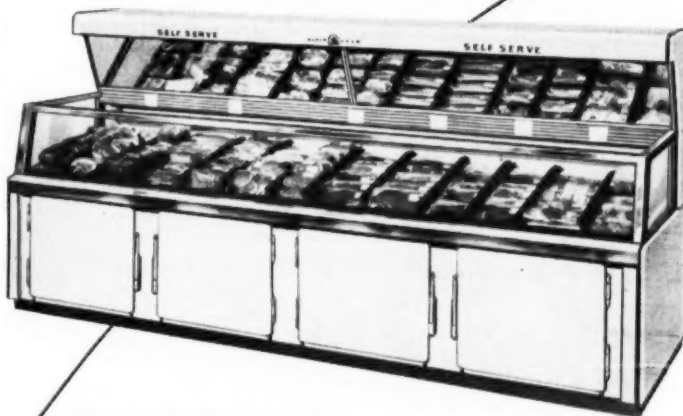
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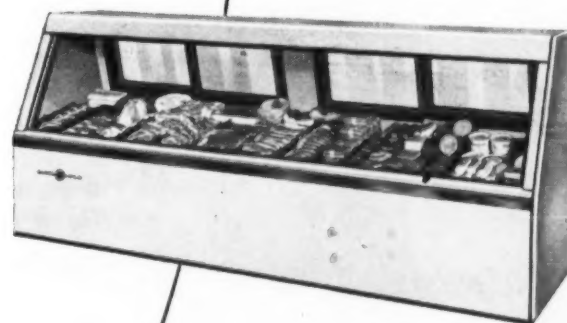
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COMPLETE FOOD STORE REFRIGERATION UNDER ONE GREAT NAME

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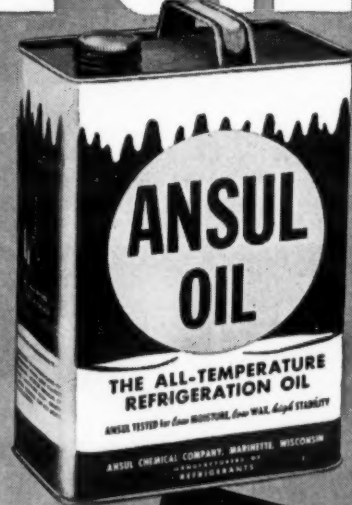
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Q. How Can Relative Humidity Be Controlled In 'Low Temperature' Applications?

Portland, Ore.

Editor:

I have read with considerable interest your answer to the problem put to you by W. E. Garner, in March 6 issue of the NEWS. There are several points in your analysis of Garner's problem which I do not understand and I would like something further on this subject if that is possible.

For example, you say that the d.p. of air leaving the unit will be 22°. From your table, d.p. of the air in the room is 22° when the dry bulb is 38° with r.h. at 50%. Then air passing through the unit will be cooled from 38° to 25° along a

sensible heat line only.

Is it possible to cool the air to 25° without freezing moisture on the coil and thus removing latent heat? I would like to see this problem worked out more completely, showing condition of the air entering and leaving the coil, with "Freon" temperature, and c.f.m. also given for the different humidities.

The problem of humidity control with temperatures from 40° to 70° is quite common, occurring in cheese storage rooms, etc., and more information on the engineering involved will be appreciated by all servicemen working on such jobs.

LEROY WILLIAMSON

A. Amount of Air Used In System Important In Solving 'One of Toughest Problems'

Dear Mr. Williamson:

I hope I haven't given the impression that to maintain 38° F. and 50% relative humidity in a room is an easy thing to do. It is one of the toughest problems to accomplish and keep constant temperatures and humidities.

I believe your basic point is whether it is possible to cool air to 25° without freezing moisture on the coil and thus remove latent heat. My answer to that is, if latent work has to be done, there is always that

danger of moisture freezing on the coil.

Of course, if the coil is working entirely on sensible heat there is no problem of moisture freezing on the coil. But all low-temperature systems below 32° F. are susceptible to latent work. If no moisture is carried over from the room itself, moisture from the air entering room, when cooler door is opened, will deposit on the coil surface.

Usually in this type of a system where reheat coil is used and is

placed adjacent to the cooling coil on the leaving end of air flow, it is possible to prevent a certain amount of moisture freezing due to the radiant heat from the reheat coil to the cooling coil. However, while this will prolong the forming of ice on the cooling coil, it is necessary to allow the cooling coil to warm up during the "off" cycle to melt the ice that has formed during the "on" cycle. Such a cycle as this is known as a "defrosting cycle" and is very desirable.

As I do not have any particular cooling unit in mind, my discussion will meet any factory or built-up unit which should be used to meet the problem.

In selecting a cooling unit to maintain 38° F. and 50% r.h., the amount of air used is very important. The amount of air used depends entirely upon the latent work to be done. Once this has been established the same amount of air must also do the sensible work. When this is determined, it will show whether reheat is necessary or not.

For instance, suppose that we assume a problem at random, with the following conditions to be maintained in a room:

Dry-bulb temperature	38° F.
Wet-bulb temperature	32° F.
Dewpoint temperature	22° F.
Relative humidity	50%
Grains of moisture/cu. ft.	1.4
Grains of moisture/1 lb.	16.5

The internal sensible heat

heat 10,000 B.t.u./hr.

The internal latent heat

heat 750 B.t.u./hr.

The d.p. temperature in the room is 22°. Then the d.p. temperature of the air leaving the cooling coil must be lower than 22° in order to pick

Humidity Problem Raised In Previous Letter

In raising the question shown at the left Reader Williamson refers to an earlier problem discussed in the March 6 issue of AIR CONDITIONING & REFRIGERATION NEWS. W. E. Garner had written requesting suggestions on how he might maintain two refrigerated rooms at 38° F. with relative humidity at 50, 60, 70, 80, or 90%. It was suggested that either a room within a room be employed or that a humidifier and heating coils be added to the unit and a humidifier installed in the room proper with reheat to be accomplished by steam or electric strip heaters.

up the moisture in the room. Let us assume 21° d.p. which has 15.8 grains/lb., then the difference between 16.5 grains/lb. and 15.8 grains/lb. is .7 grains/lb.

Then the amount of air required is:

Latent heat in B.t.u./hr. x 13.35

1,080 x c.f.m. x 60

Where:

7,000 = Number of grains in 1 lb.

of water

13.35 = No. of cu. ft. of air in 1 lb. of air @ 70° F.

1,080 = B.t.u. in 1 lb. of water

60 = Minutes in 1 hour

C.f.m. = Volume of air.

The above formula can be shortened to:

Latent heat in B.t.u./hr. x 1.44

C.f.m.

Now solving the above formula:

C.f.m. = Latent heat in B.t.u./hr. x 1.44

Grains/lb.

or

C.f.m. = 750 B.t.u. x 1.44

C.f.m. = 1,550

The volume of 1,550 c.f.m. must leave the cooling coil at 21° dewpoint.

Now let's solve the dry-bulb temperature which must leave the cooling coil in order to accomplish the sensible heat removal.

The formula to use is:

Internal Sensible heat/hr.

1.08 x C.f.m.

Where:

1.08 = .24 x .075 x 60

.24 = Specific heat of air.

.075 = Weight of 1 cu. ft. of air @ 70° F.

60 = Minutes in one hour.

T.D. = Temperature difference between room temperature and temperature of air leaving cooling coil.

Therefore:

10,000 B.t.u./hr.

1.08 x 1,550 c.f.m. = 6°

The dry-bulb temperature of the air which must leave the cooling coil must be 38° — 6° or 32° F. in order to maintain 38° in the room.

But as the air leaving the cooling coil at such low temperature is always saturated at 100% r.h., this means that the dewpoint and dry-bulb temperatures are the same; in this case, 21° F. Of course, if 21° dry-bulb temperature air was discharged to the room, it would keep the room temperature below 38° F., which in this case would require reheat—a reheat of from 21° to 32° F.

This unit will have the air entering to the cooling coil of 38° d.b., 32° w.b., and 22° d.p. temperature and the air will leave cooling coil at 21° saturated. It will require 1,550 c.f.m., and the cooling coil should operate at about 10° to 15° suction temperature. A reheat coil must be provided.

If the air volume is decreased it will mean that the d.p. temperature of the air leaving cooling coil will have to be lower than 21°, and if increased the d.p. temperature will be higher than 21°, but under no circumstances should it be higher than 21.5° in this case.

In the same manner any other problem of this nature can be solved. For instance, let's take the problem of maintaining the following conditions in the room:

Dry bulb	38°
Wet bulb	34.5°
Dewpoint	29°
Relative humidity	70%
Grains/cu. ft.	1.9
Grains/1 lb.	23
Sensible heat	10,000 B.t.u./hr.
Latent heat	750 B.t.u./hr.

Assume d.p. temperature of air leaving cooling coil as 28° which has 21.9 grains/lb.

Difference in grains/lb. is 23 — 21.9 or 1.1 grains/lb.

Then,

750 B.t.u. x 1.44

1.1

Also

10,000 B.t.u. = 9.5° T.D.

1.08 x 985

Room temperature 38° — 9.5° = 28.5° d.b. temperature of the air which must leave the cooling coil.

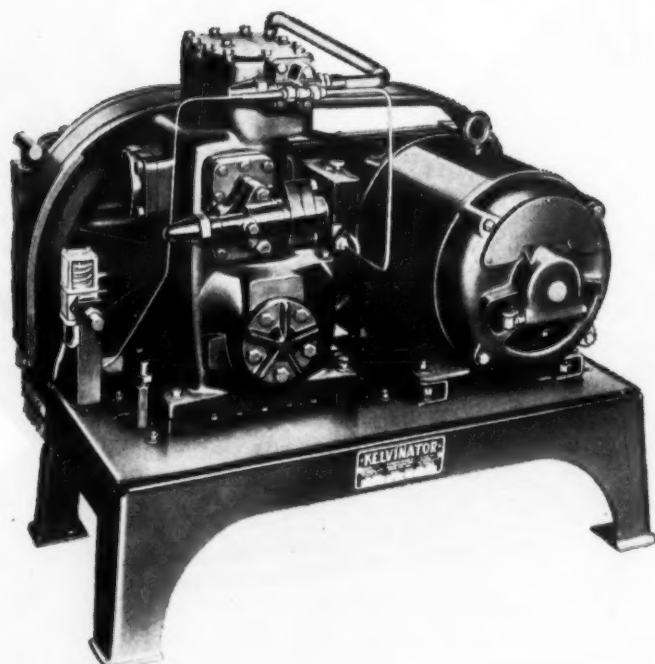
As the d.p. temperature of air leaving cooling coil is 28° and the d.b. temperature is 28.5°, then in this case the two temperatures are practically the same, thereby it will keep the room conditions without any reheat.

You will note that the c.f.m. is different in each case but the refrigeration load is the same. The c.f.m. can vary from what I have selected, by varying the d.p. temperature of the air leaving coil. It is better to keep the d.p. temperature of the air leaving the coil close to the d.p. of the room as this will keep the operating suction temperature of the coil and condensing unit as high as possible and thus smaller condensing unit may be used.

JAMES J. LASALVIA

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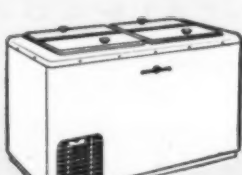
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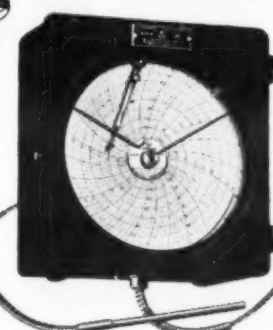
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INDICATING & RECORDING THERMOMETERS

What's the Best Temperature?

Tests Indicate 73-78° with 30-50% R.H. Is Most Effective, Comfortable for Humans

CHICAGO—Denying that "everyone wants a different temperature," Lester T. Avery, president of the American Society of Heating and Ventilating Engineers, told the Illinois Fuel Merchants Association here recently that there is a temperature effective and comfortable for nearly everybody.

His address was delivered at the 64th annual meeting of the association, held at the Morrison hotel.

Avery, who is head of the Avery Engineering Co., Cleveland, dealt with some misconceptions about temperature and declared that heating and air conditioning engineers know more than they are putting into practice.

Challenging the old argument about people wanting a different temperature, he said "that just isn't so" and cited experience with greatly expanded use of controlled conditions in war plants for productivity and comfort of workers.

He said that laboratory experiments had shown that an individual generates enough heat to be equivalent to a 100-watt lamp. But moisture is also given off along with heat units.

"In case you are a bright and shining light," he continued, "when you 'get hot,' or 'get on fire,' you speed up to a 300 or 400-watt light. The point is you don't need heating, you are generating heat, so the environmental air is actually the

medium that removes heat and keeps you from burning up.

"This concept throws additional responsibility on the heating engineer. It is not sufficient to provide too much heat. The body—the vital organs—are at 98.6°, but the skin temperature ranges from 80° to 90°, with an average of 85°.

MEN'S CLOTHES INSULATE 12°

"So the nude body is in balance if the environmental air is around 85° and not too moist. Your clothes—men's clothes—are insulating materials to be protective for about 10 to 12°, so the normally clothed person loses his metabolic heat in an orderly way when his environmental air is about 75°.

"Physiologists have studied man and his relationship to his environment and as early as 1774 determined a man could stand as high as 100° saturated, 240° dry. We've carried forward studies during the past years to gradually determine the optimum for work and play—indoors.

"Always the question of humidity popped up, so beginning in 1925 the ASHVE tested hundreds of people under many conditions and developed the Effective Temperature Chart and the Effective Temperature Lines.

"Here we combine the variables of dry bulb temperature, relative humidity, and nominal air motion to a single unit called effective temperature.

"The engineer has been using these lines but has been slow to get other professions to likewise accept and use, so the doctor, the physiologist and the industrial hygienist still talk about temperature in a vague sort of way.

"Many war operations were carried on in conditions of constant humidity and temperature control in the range of 68° to 71° e.t. This could be roughly in the range of 73° to 78° d.b., 30 to 50% r.h.

"Here we had thousands of workers, 8 to 10 or 12 hours a day, continuous operation 24 hours a day, 365 days a year. The people went in and out freely, and the amazing observation was made by critical observers that so long as you kept within the above general limits, there was no complaint of workers.

"In other words, by holding temperature between 73° and 78°, humidity between 30 and 50%, the vast majority of people, men and women, are comfortable and work efficiently."

COMFORT MEANS FEW MISTAKES

He said that research workers and physiologists agree that "the body is at minimum strain, best balance, highest threshold, makes fewer mistakes if the environment is below the perspiration point and at the point where the normally clothed person pays no attention to his air envelope.

"This is again in the same range of 68° to 71° e.t. and it's time that all people in the business and profession begin to talk the same language.

"I challenge you to use the knowledge, the skills, the tools of our profession which are available. You frequently are willing to compromise because of the cost.

"The whole story of mankind's development, the increase in life span, the freedom from pestilence and plague has been his use of knowledge to control his relationship to his environment. Here we are in a position to control the environment. This is your obligation—and your opportunity."

The speaker referred to air quality, the removal of bacteria, virus, dusts, gases and fumes, and the importance of cleaning and purifying air.

Detroit Dealers To Have Session on Figuring Loads

DETROIT — Temp-Matic Wholesale, Inc., has been appointed Michigan distributor for the Remington line of window and console type room air conditioners, according to Al Frederick, Temp-Matic general manager. The announcement was made recently at the first of a series of dealer meetings scheduled at the company's headquarters at 12300 Hamilton.

Frederick stated that the company will install, service, and guarantee Remington units sold by dealers in the Detroit area.

The company has scheduled a series of promotional and training meetings, where dealers will learn how to sell and size room air conditioning equipment. At the meetings dealers are being taught how to use the "Cooling Load Estimate" form issued by the Air Conditioning & Refrigerating Machinery Association as standard for the industry.

40 Air Conditioners Will Be Installed In Ga. Motor Court

BRUNSWICK, Ga. — Two local businessmen, F. B. Casey and Dave Gordon, have announced construction plans for a 200,000 air conditioned hotel court on U. S. Highway 17 in the center of the city but outside of the business district.

Messrs. Casey and Gordon said the court will consist of 40 units arranged continuously in a U-shape about a parking area.

Union Can't 'Solicit' Salesmen on A Store's Sales Floor, NLRB Rules

WASHINGTON, D. C.—The National Labor Relations Board has ruled that a department store may ban solicitation of union membership among its employees at any time on the selling floors, but it may not ban such solicitation during the employees' non-working hours off the selling floors.

The non-working hours off the selling floors include lunch time, rest periods off the floor, and the periods before and after work.

The board said a retail store is permitted to ban union solicitation, even during non-working time, on the selling floors, because the discussions that normally follow such solicitations interfere with the handling of customers and tend to disrupt the business.

The board made the ruling in a case involving the Meier & Frank Co., Inc., operator of a department store at Portland, Ore.

The board ruled that the company violated the Taft-Hartley Act by the following points:

- (1) Making its "no-solicitation rule" too broad in scope;
- (2) Interrogating all its 3,000 employees about their union activities and sympathies;
- (3) Timing a reduction in hours, made without a pay cut, to discourage organization of its employees;
- (4) Permitting a store detective to trail a union organizer and an employee outside the store; and
- (5) Permitting a supervisor to

discourage employees from reading union handbills, by placing a large waste basket in a conspicuous place before the employees' entrance to the store when union leaflets were being given out at the entrance and by urging employees to throw "that trash" away and encouraging them not to read it.

Charges against the Meier & Frank Co. were brought by Local No. 1572 of the Retail Department & Variety Store Employees Union, A.F.L.

In its holding on the store's "no-solicitation rule," the labor board said:

"The board has previously decided that a department store may prohibit union solicitation on its selling floors, even during employees' off-duty time, because of the fact that department stores, unlike industrial establishments, are frequented by customers of the employer, and union solicitation on the selling floors is, therefore, likely to be disruptive of the employer's business.

"However, a rule like the Respondent's, which apparently would prohibit union solicitation off the selling floors outside of working time, such as before and after work and during luncheon and rest periods, does not bear a reasonable relationship to efficient operation of the Respondent's business and therefore constitutes unwarranted interference with the employees' rights under the Act."

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Dealer Promotes Cabinets Among Bar Owners By Stressing Profits from Frozen Dinners

BALTIMORE—A special sales promotion started by the Bell Refrigeration Sales & Service Corp. here has resulted in an increase in the sale of frozen food cabinets and refrigerators. It is a tie-in with the promotion of frozen foods that is being brought to the attention of tavern and restaurant owners.

"There are so many taverns, small bars, and other sources that could boost their profits by serving foods that we feel this field is a fertile one for live and wide awake salesmen," commented George Hardt, sales manager for Bell.

"Many of these taverns claim that they cannot afford to buy kitchen equipment necessary to operate a small eating place and hire a chef. A 'package deal' that we have worked out does away with these problems and allows the tavern owner complete freedom in operating a kitchen without extra help or excessive cost."

Salesmen from Bell tell tavern owners that they will install a frozen food cabinet and load it with \$25 worth of frozen food dinners, at no extra cost. They are told that the freezer will be installed at a cost of \$1.25 per week until paid and that they will send to him a regular frozen food dealer who will deliver complete frozen dinners, meats, and other large varieties of foods.

In addition to the freezer, all the owner has to do is install a hot



Tavern operators who drop in at Bell Refrigeration to see their line of equipment are also told how they can boost profits by keeping frozen dinners in low-temperature case ready to heat and serve.

plate or a range, which he may already have, and china and silverware. The frozen food dealer will help him to put up signs pointing out food specials.

"In other words, for \$1.25 a week we put tavern owners and small bars into the food business," explains Hardt. "They don't need chefs or extra help. All they do is take the complete frozen dinner, let it heat up while they attend to other

duties and serve it when hot."

Bell has been instrumental in starting numerous taverns and bars into the food business on this scale. Many have added more kitchen equipment and even added a chef and help. Others have kept it just as a profit builder.

"We have not yet had a complaint from a customer that we put in the food business," relates Hardt. "In fact, we have been able to use some

Prospects Are Shown How Easy It Is



Equipment at Bell's, arranged to resemble the interior of a tavern, makes clients feel "at home." Prospects are not only served drinks from bar, but also quick-frozen dinners kept on hand just to show them how easy this extra profit source can be handled.

of the early installations as wedges to interest others in the same type of installation. Others have been sold on this plan by taking them to the establishment that we have already started and letting them talk to the owner."

Bell has a force of 11 salesmen divided so that they cover every possible type of installation. Four salesmen make regular rounds of taverns and bars to sell beer cooling equipment and refrigeration. Four others handle the freezer line exclusively and have their own following. Two cover the groceries, drugstores, and other retail outlets for refrigeration cases and freezers, and one salesman covers industrial installations.

Hardt has found it best to allow these men to specialize in certain equipment rather than to handle all lines, because they can cover their assigned areas much better, get to know their prospects more personally, and have a better idea of the equipment they are handling.

"By sticking to one line," says Hardt, "they establish a sales building story and can point out many different features to potential customers, and be better qualified to answer their questions. This field is too wide for one salesman to try and

sell every type of refrigeration equipment and to cover a specific territory well."

The Bell headquarters is a real selling area. The company doesn't believe in just having pieces of equipment on the floor to show customers. Instead, they have a live tavern demonstration unit.

In the rear of the showroom is set up a realistic small tavern. This is complete with a front and back bar, beer that can be drawn by the customer, stools in front of the bar, and numerous tables. Around the area are signs advertising food and drinking specials.

"We want our prospects to be able to picture how we can help them set up their bars," says Ray Welkner, co-partner of Bell. "And we have found that we are able to talk less and sell more by this layout."

Bell salesmen have found that they can sell more equipment during the evening hours than at any other time. During the evening, the tavern and bar owners let their bartenders take care of their business and they accompany the salesman to Bell headquarters. Invariably they find another salesman and prospects here and they all get together to see the bar and beer cooling equip-

(Concluded on next page)

Torture Tests Prove That

IMPERIAL TRIPLE-SEAL FITTINGS

Remain Leakproof



SEE YOUR JOBBER

PLASTIC CAPS on flared ends protect fittings during shipping and handling.

In severe tests, Imperial Triple-Seal Flared Tube Fittings which had had their seats purposely battered, like the one in this untouched photo, made up into joints that withstood 250 lbs. Freon pressure without the slightest trace of leakage. Conventional fittings, subjected to the same treatment, had to be refaced before they would hold the Freon.

And here's why: a groove is machined into the face of the seat on Imperial Triple-Seal Fittings bringing you triple-seal tightness in every joint. When the flare nut is drawn up, the copper tubing is forced into this groove making a tight, self-sealing joint even though the face is nicked or marred. Groove is included on all sizes 3/8" and larger.

Additional protection, provided by extra length Dryseal pipe threads, is especially valuable in reconnecting.

Specify Imperial Triple-Seal Flare Fittings to get all this extra protection against leakage. They cost you no more than ordinary fittings—and may save you from costly call backs.

Ask for Catalog 80-A

THE IMPERIAL BRASS MFG. CO.

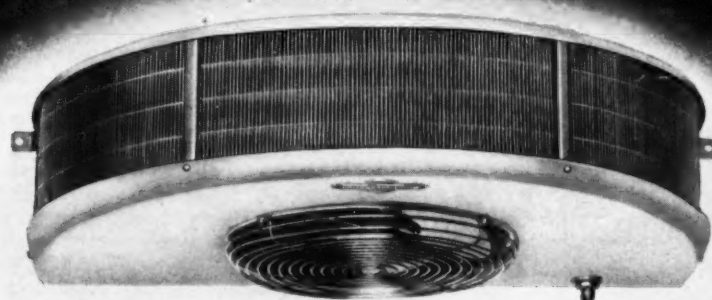
636 South Racine Avenue, Chicago 7, Illinois

Imperial Triple-Seal Flare Fittings have 3 seals to give you new, extra protection against leakage.

IMPERIAL

Fittings • Valves • Filters • Driers
Floats • Charging Lines • Tools for Cutting,
Flaring, Bending, Pinch-off and Swedging

BETZ HALF ROUND



Sales Prove It

WORLD'S FOREMOST COOLING UNIT FOR WALK-INS

MODEL NO.	BTU AT 1" TD	CFM	SURFACE SQ. FT.	DIMENSIONS			LIST PRICE
				H	W	D	
260-HR	260	610	74.30	8"	33"	20 7/8"	\$162.00
347-HR	347	740	100.28	8"	33"	20 7/8"	182.00
433-HR	433	860	125.28	9 1/2"	33"	20 7/8"	203.00
540-HR	540	1052	153.22	9 1/2"	39"	23 7/8"	241.00
688-HR	688	1400	183.00	11"	39"	23 7/8"	274.00
867-HR	867	1800	231.75	12 1/2"	42"	25 3/8"	343.00

See Them at Your Wholesalers

BETZ CORPORATION

HAMMOND • INDIANA

Bell Offers To Install Low-Temp Cabinet Stocked with \$25 Worth of Frozen Dinners

(Concluded from preceding page)

ment demonstrated. "We let them draw their own beer, pour their own drinks and generally make themselves at home," says Welkner. "This way we get to know the customer better and have more opportunity to make a sale."

Next to the bar is a 6 by 9-ft. walk-in box that cools the beer that is drawn from the bar. In order to help better explain how the beer cooling system operates, beer lines have been painted one color and water lines another. In this manner they are able to show prospects the entire cycle of the beer cooling system, something that is often difficult to explain.

"We have found it best not to just talk about a system to a prospect, but to show him how it operates. This way we get his complete attention as he is always willing to learn something new. Once we get a prospect really interested in the beer cooling system we have opened the way to a sale," relates Welkner.

"Prospects will seldom come to our headquarters unless they are interested in a beer cooling or refrigeration system," says Welkner, "and it is up to us to sell them while they are here. We have been able to close a very high percentage of sales while talking over the bar and pouring some drinks. It seems to be more personal and friendly and the prospect really sees that we know what we are selling."

PROSPECTS EAT AND DRINK

In addition to these demonstrations there is a large freezer nearby that is stocked with frozen food dinners, meats, and vegetables. This freezer is used to demonstrate how easy it is to heat and serve food and is of primary interest to tavern and bar owners that have been brought in as logical prospects for the \$1.25 weekly payment plan set up by Bell. Often either Hardt or Welkner will take out a dinner and heat it up on

a small hot plate. Prospects can have a hot meal and drink while talking over business.

"Our headquarters looks like a tavern in operation," commented Welkner, "because we have a half dozen people eating and drinking at the same time. And I firmly believe that this sort of merchandising is responsible for the million and a half dollars worth of equipment we have sold in and around Baltimore."

Sales is the primary function of this business, but it is service after the sale that makes satisfied customers and is responsible for leads to other prospects. The service end of the business is handled by Gordon Welkner, brother and co-partner of Ray.

"It is too much to expect one person to carry the weight of a large organization on his shoulders and then it is almost impossible to keep your finger on everything going on. By departmentalizing it, our business has progressed," relates Gordon Welkner.

SERVICE FEE IS BASED ON NUMBER OF COMPRESSORS

"Before the guarantee period on all the equipment we install runs out, we visit that customer and tell him that we will be glad to be called upon for service," he adds. "We do not have any yearly or periodic contracts, we only charge the customer a flat price for general maintenance service based on the number of compressors he has. There are no other labor charges. If repairs or changes have to be made, all they pay for is the parts."

Bell charges three dollars for the first compressor and two dollars for each additional one at the same location. Visits are made every other month at which time all the equipment is cleaned, tested with gauges, belts adjusted, minor adjustments made and oiling done where needed.

"I think that it is bad business to have a service contract with a customer and when he has to have

major repairs done to charge him for labor in addition to parts," says Gordon Welkner. "Charge for parts is understandable, but the equipment owners will wonder why they pay you a maintenance charge. Just to give the equipment a periodic check doesn't seem to be worth their money, but when they see you are really doing a job on their equipment they feel justified in keeping your service."

The service end of the company is very important. Although it isn't very profitable because of the minimum rates charged and because they do not charge for labor on major replacement or overhauling jobs, they have found that it pays off in the long run.

"Our servicemen always bring back a report of the equipment in use," says Gordon Welkner, "and from these reports we can always tell when that customer is ready for a new unit. In addition the servicemen tell us if they think additional equipment can be added and in this way we keep in constant contact with our customers."

"Not only does this give us a good 'in' with the customer, but the nominal charge for service after the first sale always keeps them pleased with our organization. With competition growing today, we can side-track all that we encounter because our cus-

'Honor Roll' System for Customers Sells Others

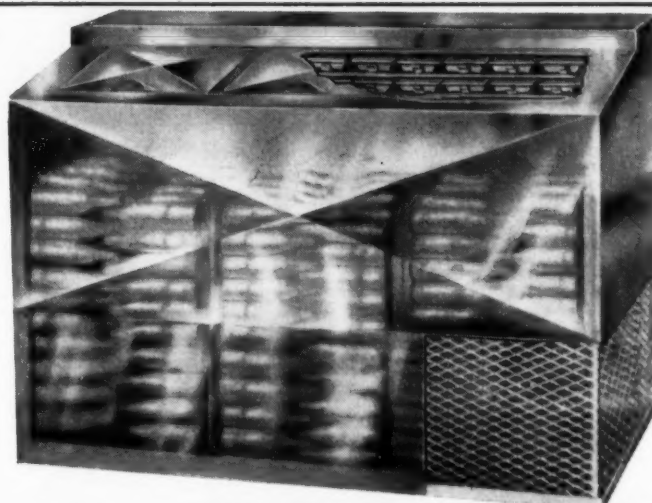


A huge "honor roll" of Bell's customers forms part of the showroom display. It helps sell prospects who are in the same lines of business.

tomers are 'sold' on us and will seldom entertain the purchase of additional equipment elsewhere."

Bell is a consistent trade paper and direct mail user. It advertises its systems and refrigeration in busi-

ness papers covering the Delaware, Maryland, and Washington, D. C. area. These publications are regional liquor and wine papers, grocery and food papers, and others that cover outlets that are prospects.



Mfd. by **UNITED FRIGUATOR ENGRS.** MENOMINEE, MICHIGAN.

Flocold Stainless Steel

DRINKMASTER

300 ICE CUBES—384 COLD (12 OZ.) BOTTLES.

All within easy reach thru three slide back doors.

POWERED BY SERVEL SUPERMETIC
WITH FIVE YEAR WARRANTY.

DEALER'S NET **\$337.25** FOB FACTORY.

4 ft. lg. 27" w. 38" High. Shipping wt. 400 lbs.

"A CASE OF COOL JUDGMENT"

COMPARE! FROZEN FOOD DISPLAY CABINET *Qualities* COMPARISON PROVES...

BUY **COLD-IN** AND YOU
BUY THE BEST



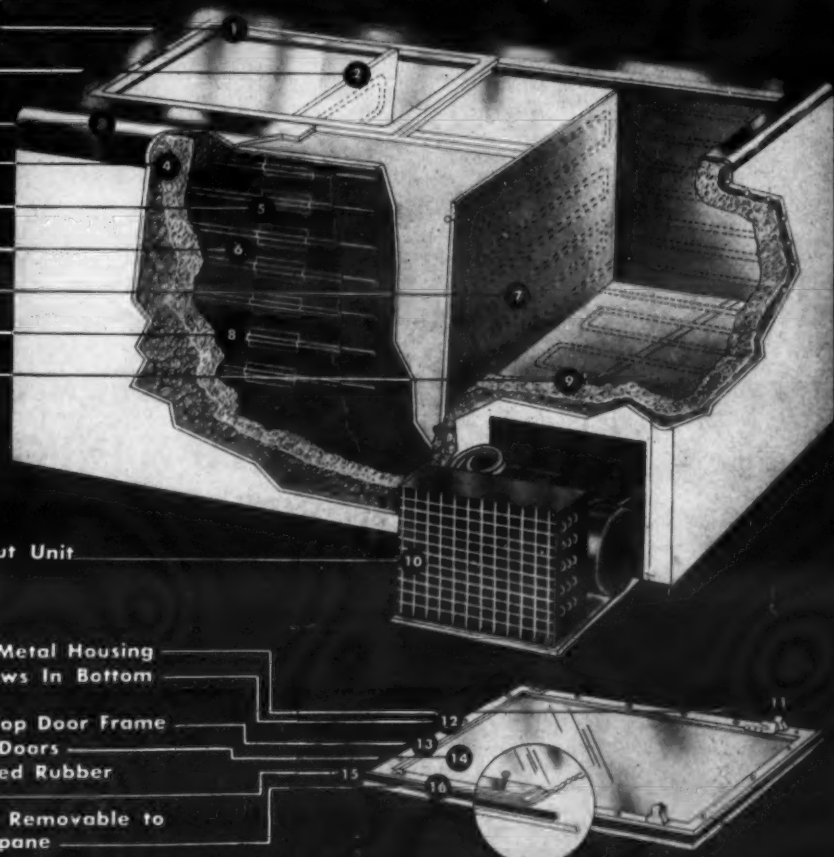
"ONLY COLDIN HAS ALL THESE FEATURES"

	Coldin	A	B	C	D
1. One Inch Solid Rubber Breaker Strip Between Liner and Frame	Yes	No	No	No	No
2. Refrigerated Dividers	Yes	No	No	No	No
3. One Piece Stainless Steel Top	Yes	No	No	No	No
4. Five Inches Fiberglass Insulation	Yes	No	No	No	No
5. Spot Welded Metal Strips (12") on Tubing	Yes	No	No	No	No
6. Two Layers Lakold Over Liner and Tubing	Yes	No	No	No	No
7. Shallow Compartment Refrigerated On Five Sides	Yes	No	No	No	No
8. Wrapped Tubing	Yes	No	No	No	No
9. Heat Exchanger	Yes	No	No	No	No
10. Slide Out Unit	Yes	No	No	No	No
11. Door Rollers in Metal Housing	Yes	No	No	No	No
12. Removable Screws in Bottom	Yes	No	No	No	No
13. Door Molding	Yes	No	No	No	No
14. Stainless Steel Top Door Frame	Yes	No	No	No	No
15. Thermopane in Doors	Yes	No	No	No	No
16. One Piece Molded Rubber Door Frame	Yes	No	No	No	No
17. Bottom Molding Removable to Replace Thermopane	Yes	No	No	No	No
18. Five Year Factory Warranty on Unit Included in Price	Yes	No	No	No	No
19. Five Year Food Spoilage Insurance Included in Price	Yes	No	No	No	No

COLDIN CABINET CO. INC.



- One Inch Solid Rubber Breaker Strip Between Liner and Frame
- Refrigerated Dividers
- One Piece Stainless Steel Top
- Five Inches Fiberglass Insulation
- Spot Welded Metal Strips (12") on Tubing
- Two Layers Lakold Over Liner and Tubing
- Shallow Compartment Refrigerated On Five Sides
- Wrapped Tubing
- Heat Exchanger



- Slide Out Unit
- Door Rollers in Metal Housing
- Removable Screws in Bottom
- Door Molding
- Stainless Steel Top Door Frame
- Thermopane in Doors
- One Piece Molded Rubber Door Frame
- Bottom Molding Removable to Replace Thermopane

Coldin Cabinet Co., Inc.

2800 WEBSTER AVENUE, NEW YORK 58, N. Y. • SEdwick 3-5833

Sears Cooling System Has 'Man-Sized' Ducts

HARLINGEN, Tex.—A \$55,000 air conditioning system consisting of a 150-ton unit with ducts large enough for a man to stand upright in will soon be completed at the Sears Roebuck store here.

Installation of the system started in February and was to be completed late in May or early June. The unit has been termed "one of the largest in the Rio Grande Valley" by Walter Bowman, architect of Cocke, Brown & York, representing the Halsey-Royer engineering firm in San Antonio.

The Valley Weather Makers are in charge of installing the huge Carrier unit with Ira F. Stone doing the renovating and general construction necessary for the installation.

Emerson Electric Catalog Covers Window, Attic Fans

ST. LOUIS—A new Emerson-Electric home cooler fan catalog, illustrating and describing in detail the company's complete line of window and attic fans for 1950, is offered by The Emerson Electric Mfg. Co. here.

This 12-page catalog contains useful information on selection and installation of window and attic fans, complete dimensional information and design construction specifications of fans, with complete performance data.

A copy of this catalog (X6566) will be mailed to those requesting it on their company stationery.

Croese Co. Names Boome General Sales Manager

CHICAGO—Oliver P. Croese, president of The Croese Co., air conditioning, refrigeration, and heating specialists at 4150 N. Lincoln Ave., here, has announced the appointment of Alex Boome, M. E. as general sales manager.



Alex Boome

Boome has served in engineering capacities at the Pullman Corp., Lumbermans Mutual Insurance Co., and for the past four years as consulting engineer with the Samuel R. Lewis Co.

Croese also reported the acquisition of larger quarters at the Lincoln Ave. plant resulting in a gain of 50% additional space.

Boome as general sales manager, has the responsibility of directing sales engineering of new air conditioning, refrigeration, heating equipment, and industrial piping.

The sale of maintenance contracts for existing installations of equipment under the Croese Co.'s "Insured Performance" contract is also under the direction of Boome.

Buffalo Forge Declares Dividend

BUFFALO—The Buffalo Forge Co. has declared a dividend of 50 cents a share on the common stock. The dividend is payable May 25 to stockholders of record May 15. A similar dividend was paid Feb. 28.

Refrigeration Problems and their Solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

More on Procedures In Getting Patents (1)

Those who read the article in this column "First Steps In Getting a Patent" in the Dec. 19, 1949, issue will recall that the first thing to do in order to temporarily protect an idea that may be of value, is to write a description of the device, an explanation of what it does, and to make a sketch of the device in as much detail and as clearly as possible. Sign and date this paper in the presence of a witness, who should also sign and date it. If there is more than one page, each should be signed, dated, and witnessed.

The device should be explained to the witness so that if necessary, he can more accurately identify what he has signed. The witness should be someone of good reputation and who can reasonably be sure to be located at some later date.

A reader has asked what to do with such a signed, dated, and witnessed paper, probably having in mind that it should be submitted to

the patent office. This is not the case. It is not at all suitable as a patent application. It should be kept by the inventor, so that he can use it as proof of when he got the idea and what the idea was.

One method that has been suggested, is for the inventor to mail this paper to himself by registered mail. When he receives it, he keeps it unopened, so that if the matter ever comes to court, the unopened letter can be submitted to the judge, and the unbroken registry seal will attest to the date. Patent attorneys are not inclined to attach much importance to this method.

MAKE A WORKING MODEL

It must be emphasized that this preliminary description, explanation, and drawing is to be considered only a temporary protection. If another inventor happened to get the same idea a short time after the first inventor, the first inventor could prove by this paper that he thought of it first.

If, however, the first inventor merely let the matter rest and did nothing further with it, he might lose out to the second inventor, if that second inventor went right ahead and worked it out, made a working model, and filed an application for a patent. Diligence and continuity of developing the idea are important. In patent law terminology the second inventor had "reduced it to practice," so he would take precedence over the first inventor.

Therefore, it is important that a working model be made or a patent application be filed, as soon as possible after the idea is born; although it is wise to get temporary protection for the idea by means of the signed, dated, and witnessed description and drawing previously referred to.

Some manufacturers refuse to look at an invention or discuss it with the inventor unless he has patented or until he has at least applied for a patent. If they did so, they might become liable for royalties for using the idea, even though they had already developed that method themselves and even though the idea was not even patentable.

The terms "Patent Applied For" or "Patent Pending" have no legal status. They merely serve notice that the inventor has legally protected the invention by filing an application for a patent. The device may not even be patentable and a patent may never be issued for it.

After a working model has been made and the idea has thus been proved workable, the inventor must decide whether or not he will go ahead with getting a patent.

IS THE INVENTION SALABLE?

Getting a patent will cost several hundred dollars. It may cost as little as \$200, or it could cost a great deal more, depending on how much work the patent attorney must do.

Is the device needed? Will it sell? If so, to whom? About how many can reasonably be expected to sell? Can it be made cheaply enough that it can be sold at a price prospective customers will be willing to pay?

Patent Office files are full of many devices that have been patented but which are not for sale. For some reason, or perhaps several reasons, no one was willing to buy the "gadget," so the inventor had nothing for all his work and expense but a pretty "letters patent."

If the inventor is convinced that his device will sell, then by all means, he should apply for a patent.

A PATENT ATTORNEY NECESSARY

Theoretically, the inventor can make the application to the U. S. Patent Office himself, but actually it is practically impossible to make a successful application for a patent without the service of a patent attorney. The inventor should use care in selecting a patent attorney. A good one is the cheapest in the long run. He can draw the application so that the patent will be strong and able to withstand infringement, and so that all of the possible "claims" and

benefits may be obtained in the patent.

The patent office will not recommend any certain patent attorney, but they do have a list of attorneys who are registered to handle patent cases with them. A patent attorney handling patent matters for some reputable manufacturer is usually a good selection.

THE SEARCH

About the first thing a patent attorney will do is to make a "search." He or some patent attorney in Washington whom he hires as an "associate," must go through the patent office files to learn if a patent has already been issued for such a device; or if the invention is enough like some previous patent that it would infringe the previous patent.

A search may show that the device is "in the public realm," which is an expensive way of saying that it had been patented years ago, but that the patent has expired. It is, therefore, not patentable again and anyone can use the idea. Also, it may be one of the U. S. patents seized during World War II by the United States Alien Property Custodian. If it is, anyone can use the patent for a slight fee.

The idea may prove to be a "mechanical expedient," that is, just another way of doing something, and that does not contribute any inventive advance or improvement.

The search may be a preliminary search or a full search. A preliminary search is a more or less hasty review of the "prior art," consisting of previous U. S. and foreign patents, expired or still in force. This preliminary search costs about \$25 or \$30 and may quickly show that the idea is unpatentable without going to further expense.

A full search by a competent patent attorney uncovers the whole story. It finds all patents that have been issued that bear directly or indirectly on, and which may thus effect the patentability of the device, or the strength of the patent if and when it is granted. It will show what claims can be made and what claims cannot be made or defended if anyone chooses to contest them.

About 2½ million U. S. patents have been issued, so it is quite a chore to go through them. A full search will cost from \$75 up, depending upon how big the field is and how much coverage and prior art there has been on similar devices.

The search may show that the device is patentable, but that it represents an improvement over a former patented device which covered the basic idea. The inventor of the improvement could get a patent, but he would not be able to use the patent by making and selling the device unless he could get permission or a "license" from the original inventor allowing him to use the basic idea. Or he could sell or license his patent to the original inventor who might feel it was worth while. Thus, the market for the sale of the improvement would be practically limited to the owner of the basic patent or his licensees.

In the words of the patent office itself, "A patent grant gives the inventor the right to exclude all others from making, using, or selling his invention for the term of 17 years, but it does not give the patentee the right to make, use, or sell his own invention, if it is an improvement on some unexpired patent whose claims are infringed thereby."

(To Be Continued)

To Reach All Key Men . . . in the Refrigeration and Air Conditioning Industry throughout Canada, use the only Canadian publication covering the field . . .

CANADIAN
Refrigeration JOURNAL

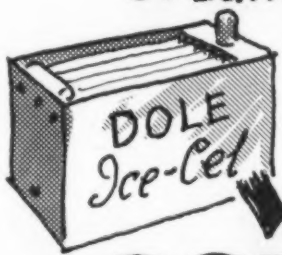
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DOC DOLEGO says—

THE NEW ICE-CEL LITERATURE IS CHUCK FULL O' REMEDIES & INFORMATION ON HOW TO CURE THE PAINS & HEADACHES OF AIR CONDITIONING—ALSO FOR DAIRY, BAKERY, CANDY, INDUSTRIES, etc.; FOR PRODUCT COOLING.

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N.Y. BRANCH - 103 PARK AVE., NEW YORK 17, N.Y.

Record 51,970 Freezers Sold In March; First Quarter Sales Also Reach New Peak

Summary for March and First Three Months, 1950

Electric Farm and Home Freezers—Complete—Sales by Sizes—Units

Farm and home freezers complete with high and low side and cabinet, where 50% or more of the net cabinet capacity is designed for the freezing and/or storage of frozen foods.

MARCH (27 Companies)

Sizes	Domestic (48 States and D.C.)	Canadian	Other Foreign	Total
1. 4.9 cu. ft. and under...	3,467	...	18	3,485
2. 5.0 to 6.9 cu. ft.	1,710	...	93	1,803
3. 7.0 to 8.9 cu. ft.	9,187	...	130	9,317
4. 9.0 to 10.9 cu. ft.	5,182	...	14	5,196
5. 11.0 to 12.9 cu. ft.	15,430	...	38	15,468
6. 13.0 to 16.9 cu. ft.	10,292	...	6	10,298
7. 17.0 to 20.9 cu. ft.	6,018	...	6	6,024
8. 21.0 to 29.9 cu. ft.	182	182
9. 30.0 to 39.9 cu. ft.	192	192
10. 40.0 to 49.9 cu. ft.	2	2
11. 50.0 to 59.9 cu. ft.
12. 60.0 cu. ft. and over...	3	3
Total All Models	51,665	...	305	51,970
13. Total Upright Models (included in above) ..	1,883	...	10	1,893

FIRST THREE MONTHS (27-29 Companies)

Sizes	Domestic (48 States and D.C.)	Canadian	Other Foreign	Total
1. 4.9 cu. ft. and under...	6,532	...	110	6,642
2. 5.0 to 6.9 cu. ft.	4,567	...	319	4,886
3. 7.0 to 8.9 cu. ft.	21,574	...	294	21,868
4. 9.0 to 10.9 cu. ft.	8,860	...	37	8,897
5. 11.0 to 12.9 cu. ft.	40,802	...	155	40,957
6. 13.0 to 16.9 cu. ft.	22,635	...	15	22,650
7. 17.0 to 20.9 cu. ft.	16,319	...	24	16,343
8. 21.0 to 29.9 cu. ft.	281	281
9. 30.0 to 39.9 cu. ft.	571	571
10. 40.0 to 49.9 cu. ft.	6	6
11. 50.0 to 59.9 cu. ft.
12. 60.0 cu. ft. and over...	10	10
Total All Models	122,157	...	954	123,111
13. Total Upright Models (included in above) ..	4,093	...	13	4,106

Participating companies: Avco Mfg. Corp.; August G. Barkow Mfg. Co.; Beatty Mfg. Co.; Ben-Hur Mfg. Co.; Brewer-Titchener Corp.; Carrier Corp.; The Coolerator Co.; Deepfreeze Div., Motor Products Corp.; Frigidaire Div., General Motors Corp.; General Electric Co.; Gibson Refrigerator Co.; Hotpoint, Inc.; International Harvester Co.; Kelvinator Div., Nash-Kelvinator Corp.; Masterfreez Home Locker Mfg. Co.; The Maytag Co.; Norge Div., Borg-Warner Corp.; Portable Elevator Mfg. Co.; Revco, Inc.; Sanitary Refrigerator Co.; Schaefer, Inc.; Emil Steinhorst & Sons, Inc.; Seeger Refrigerator Co.; Sub-Zero Freezer Co., Inc.; Victor Products Corp.; Westinghouse Electric Corp.; Wilson Cabinet Co., Inc.; Oregon Ref. Co. (out 3-1-50); Whiting Corp. (out 2-1-50).

Promoted by Philco



W. H. EICHELBERGER, Vice President

Philco Appointments--

(Concluded from Page 1, Column 5)
of its advertising, merchandising, sales, and service organizations associated with refrigeration and television products.

In other changes, John F. Gilligan was named vice president in charge of advertising; Henry T. Paiste, Jr., became vice president, service and quality; and Raymond B. George was appointed to the new position of vice president in charge of merchandising for the television and radio division.

Eichelberger had been sales manager of the company's refrigeration division since 1944. He joined Philco in 1936 as general manager of the Detroit distributing organization and was appointed sales manager of the Atlantic division in 1941.

Sinner joined Philco in 1934, became sales manager of the accessory division when it was formed in 1940, and was appointed general manager of that division in 1945. In 1948, he

was elected vice president in charge of the service and parts division.

Gilligan had been Philco's advertising manager since 1944. In his new position, he will be in charge of the company's entire advertising program. He joined Philco in 1922, became assistant to the general sales manager in 1931, and in 1936 was put in charge of radio-phonograph and farm radio sales.

For the past year, Paiste served as director of quality control for the television and radio division. He has been with Philco since 1928.

George, who joined Philco in 1936, was formerly sales promotion manager. He had held this position for the last three years.

Chicago Crosley Dealers Trade Orchid, Plan Book For Visit by Customers

CHICAGO—May 22 was Orchid Day for Crosley dealers here.

Orchid Day was introduced to the public in full-page advertisements in all the daily papers. A free orchid was offered to all Crosley appliance owners who presented themselves at the store of one of the Crosley dealers participating in the promotion.

With their orchid, the customers were given a "Use the User" plan book which told them how they could receive a \$10 merchandise certificate on some other appliance. All the customer had to do was to give the dealer the names of friends who were planning to buy an appliance or a television set. For every sale closed to these friends the customer gets a \$10 merchandise certificate.

The plan was supervised by the Harry Alter Co., local Crosley distributor.

Firm To Feature I-H Products

WINNFIELD, La.—International Harvester refrigerators and home freezers will be featured by Winnfield Truck & Tractor, which held formal opening at 109 N. Abel St. recently.

Freezer Sales--

(Concluded from Page 1, Column 2)
three months are 30% under last year.

The figures for the first three months indicate a trend for sales to concentrate in the 11 to 20.9-cu. ft. sizes. Sixty-five per cent of all sales were within this range, with 33% being in the 11 to 12.9-cu. ft. category.

Approximately 17% of home freezer sales are in the 7 to 8.9-cu. ft. classification.

Last year, only 48% of freezer sales were in the 11 to 20.9-cu. ft. class. The 11 to 12.9-cu. ft. category accounted for only 21% of sales in the first quarter of 1949. Then, 24% of sales were in the 7 to 8.9-cu. ft. class.

Standard Washer Sales By Factories In March Up Over Feb., Year Ago

CHICAGO—Factory sales of standard-sized household washers in March were up 20.4% over February and 66% over March, 1949, it has been reported by the American Home Laundry Manufacturers Association.

March sales totaled 423,802 units, compared with 351,967 for the previous month and 254,300 in the like month of 1949. It was the second time in history that sales passed the 400,000-unit mark, and the figure was within 2.3% of the record 433,919 washers moved in September, 1948.

The March volume brought first-quarter sales to 1,042,345 units, or only 0.7% below the 1,116,772 sold in the corresponding period of 1948. Compared with the like period a year ago, when sales totaled 628,000, sales in the first quarter rose 66%.

Drier sales in March amounted to 27,125 units, an increase of 39.9% over the 19,389 sold in February and 221.8% above March, 1949, level of 8,429. First-quarter sales hit 66,009, or 142% better than the 27,273 moved in the like period of the preceding year.

March ironer sales amounted to 37,800 units, compared with 27,600 in February; an increase of 36.3%, and 23,800 in March, an increase of 59%. Ironer sales for the first quarter totaled 85,700, up 7.1% from the 80,000 sold in the corresponding period of 1949.

A GOOD POINTER ON REPLACEMENTS... check first with Ranco



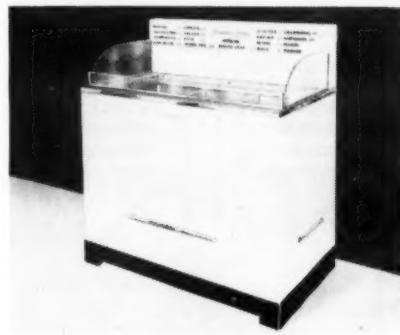
Ranco Inc.
COLUMBUS 1, OHIO

WORLD'S LARGEST MANUFACTURERS OF REFRIGERATION CONTROLS

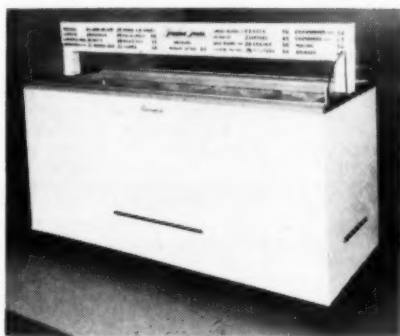
CUNNINGHAM CABINETS

Will Sell More Frozen Foods

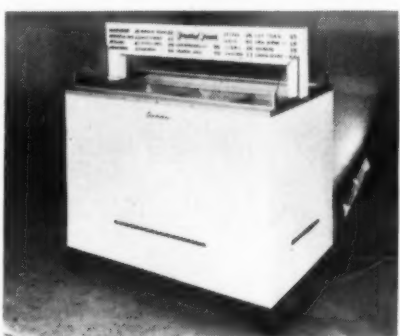
BREAK the bottle neck that retards frozen food sales in your area, just as other refrigeration distributors are NOW doing with Cunningham Cabinets



An 11 cu. ft., 4' long special model with inexpensive superstructure, allows fast selling in the low priced competitive field.



Increased volume selling can be had where the aisle cabinet can be used. 16 cu. ft., 6' long, 800 standard packages, price tags and tag moulding both sides of superstructure.



An 11 cu. ft., 4' long center aisle cabinet where wall space is not available will give you additional sales volume. Holds 475 standard packages.

HERE'S WHY --

- A properly priced cabinet to fit every customer's pocketbook.

- More merchandise in a lesser space.

11 cu. ft.—4 foot long cabinet—475 standard packages

16 cu. ft.—6 foot long cabinet—800 standard packages

- Temperatures are sub-zero at the top of our open display. Tests prove sub-zero in 110° room temperatures.

- Heavy gauge special aluminum provides greater structural strength in cabinet construction, maximum resistance to corrosion and light weight for low transportation costs.

- Sharp white enamel finish, specially baked in our own exclusive infra red processing oven.

- All brazed tube-on-sheet Evaporator with Heli-arc welded seams for greater strength and positive seal against moisture in any form, provides an abundance of refrigerated surface.

- Life time drier—accumulator combination to positively reduce all service problems.

- Properly sized Tecumseh Products Compressors, each with a five year warranty.

- Five year food spoilage warranty insurance policy.

- Packed in sturdy crating, it is easily handled and can be shipped anywhere.

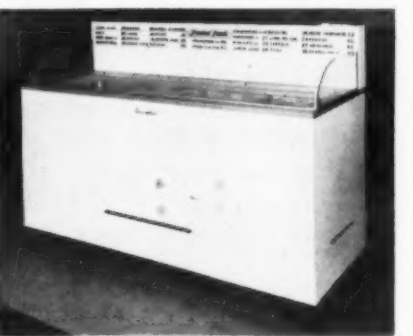
- Our prices are the lowest in the industry for the best appearance, operation and quality.



A larger 6' long, 16 cu. ft. unit designed to hold 800 frozen food packages of either frozen food or ice cream.



A lightweight 4' long, 11 cu. ft. handsomely designed unit, capacity 475 standard frozen food packages.



A 6' long, 16 cu. ft. special model with a simple inexpensive superstructure and price tags. These cabinets all have hermetically sealed units.

Write for literature and additional information on Cunningham Cabinets

Cunningham Products Company

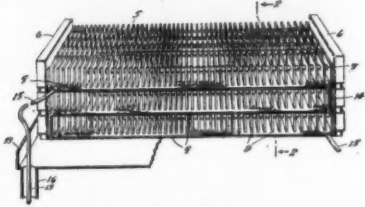
8790 Grinnell Avenue • Detroit 13, Michigan

Telephone: Walnut 5-7610-1-2

PATENTS

Week of December 27
(Continued)

2,492,397. DEFROSTER FOR EVAPO-RATORS. Hans P. Peterson, Manchester, Conn., assignor to The Bush Manufacturing Co., Hartford, Conn. Application Jan. 26, 1946, Serial No. 643,715. 3 Claims. (Cl. 62-1.)



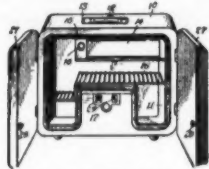
2. In combination with an evaporator or cooling unit having a drip pan located below said unit, for collecting liquid dripping therefrom, and a drain pipe for said pan; heating means comprising a heating element distributed within said unit for melting an accumulation of frost thereon; the said heating element extending also through said drain pipe for keeping the same clear of frost.

2,492,583. ICE TRAY CONSTRUCTION. Harry E. Knupp, Detroit, Mich. Application April 18, 1946, Serial No. 663,005. 7 Claims. (Cl. 62-108.5.)



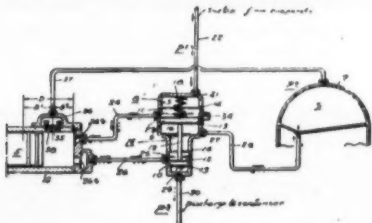
3. In combination, an ice tray, a grid assembly positioned therein to form ice cube compartments, said grid assembly comprising a plurality of transverse partitions and a central longitudinal partition disposed between adjacent transverse partitions, a pivot rod extending longitudinally between the ends of said tray and pivotally connected thereto, and means connecting said longitudinal partition to said rod for longitudinal movement with respect thereto and for lateral pivotal movement therebetween in either direction from its central position.

2,492,601. PORTABLE REFRIGERATOR. John Posse Steel, New York, N. Y., assignor to Freez-Pak Corp., New York, N. Y. Application July 24, 1947, Serial No. 763,292. 2 Claims. (Cl. 62-116.)



1. A portable refrigerator comprising a casing, a condenser plate disposed across the rear of the casing, a compressor chamber disposed on the bottom of the casing, an ice-cube chamber disposed at the top of the casing, an evaporator plate disposed beneath the ice-cube chamber, said chamber having spaces for storage at the sides of the compressor chamber, and between it and the ice cube chamber.

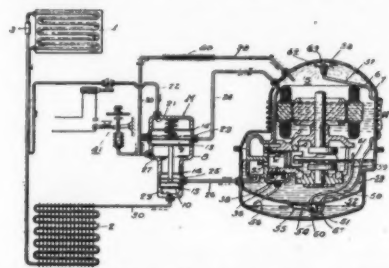
2,492,610. REFRIGERATION. Elmer W. Zearfoss, Jr., Philadelphia, Pa., assignor, by mesne assignments, to Philco Corp., Philadelphia, Pa., a corporation of Pennsylvania. Application Nov. 30, 1944, Serial No. 565,942. 12 Claims. (Cl. 62-115.)



1. In refrigeration, the method which comprises subjecting low pressure gaseous refrigerant to a first-stage compression in a compression chamber to bring such refrigerant to an elevated interstage pressure in an hermetically sealed zone, subsequently returning the gaseous refrigerant at the elevated pressure for a second-stage compression therein to a relatively high-discharge pressure, and bleeding a portion of said refrigerant

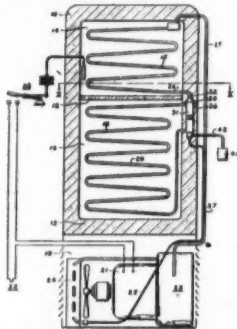
from the compression chamber so as to reduce the quantity of gas subjected to the second-stage compression.

2,492,611. REFRIGERATING APPARATUS. Elmer W. Zearfoss, Jr., assignor, by mesne assignments, to Philco Corp., Philadelphia, Pa., a corporation of Pennsylvania. Application Nov. 30, 1944, Serial No. 565,943. 11 Claims. (Cl. 62-115.)



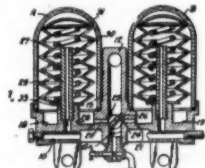
1. In a refrigerating apparatus, a housing, a compressor unit enclosed in said housing and including a compression chamber for increasing the pressure of expanded refrigerant, an oil reservoir, means in communication with said chamber and reservoir for diverting a part of the compressed refrigerant under pressure to the reservoir for displacing oil from said reservoir into contact first with wall-ports of said housing to cool such oil and then with said unit to cool the latter, a condenser, and means in communication with said chamber and condenser for discharging another part of the compressed refrigerant under pressure into the condenser.

2,492,648. TWO TEMPERATURE REFRIGERATION APPARATUS. Graham S. McCloy, Springfield, Mass., assignor to Westinghouse Electric Corp., East Pittsburgh, Pa., a corporation of Pennsylvania. Application Nov. 10, 1945, Serial No. 627,890. 5 Claims. (Cl. 62-2.)



1. In a refrigerator, the combination of an insulated cabinet having a low temperature compartment and a higher temperature compartment, a primary evaporator circuit including a primary evaporator having a first portion and a second portion, said first portion being adapted to cool the lower temperature compartment, a secondary volatile refrigerant circuit having an evaporative portion adapted to cool said higher temperature compartment and a condensive portion disposed adjacent said second portion of the primary evaporator, and a variable device for conducting heat from said condensive portion to said second portion of the primary evaporator, said device comprising an intermediate chamber interposed between said condensive portion and said second portion, a container communicating with said intermediate chamber, and means responsive to temperature for transferring a liquid from said container to said intermediate chamber when said temperature increases and for transferring said liquid from said intermediate chamber to said container when said temperature decreases.

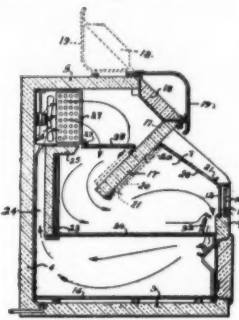
2,492,704. FILTER. Lawrence R. Lentz, Millersport, Ohio. Application Sept. 4, 1944, Serial No. 552,700. 3 Claims. (Cl. 210-168.)



2. In a filter of the class described a base having a pair of wells formed in its upper face, each of said wells being spaced from the other; a boss projecting upwardly from said base between said wells and having an elongated longitudinally directed inlet delivery passage formed therein; a delivery pipe communicating with said delivery passage and

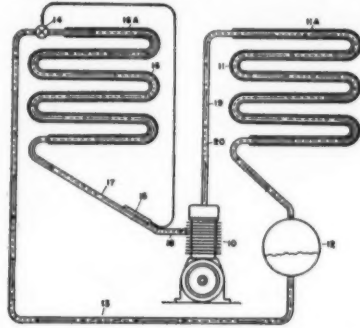
there being formed in said base an outlet delivery passage, and said boss having an auxiliary inlet delivery passage formed therein extending parallel to the said first mentioned inlet delivery passage and communicating with said outlet delivery passage; and a spring pressed valve positioned in said auxiliary inlet delivery passage and normally spring pressed to closed position and movable to open position upon the development of a pressure in said auxiliary inlet delivery passage at one side of said valve; and a valve positioned in the lower end of said first mentioned inlet delivery passage, said base having a pair of lateral passages formed therein, each communicating with one of said wells and with said inlet delivery passage at the location of said valve, said valve being movable to positions for controlling the communication of said lateral passages with said inlet delivery passage, said base having an outlet delivery passage formed therethrough, one end of said auxiliary inlet delivery passage being in communication with said outlet delivery passage; a closed housing mounted on said base over each of said wells for forming therewith a chamber; a hollow filter member positioned in each of said housings and non-communicating therewith; and means for establishing communication of the interior of the filter member with said outlet passage for conducting liquid terminating through said filter member into the interior thereof.

2,492,695. REFRIGERATED CASE. Elden O. Henderson, Oklahoma City, Okla., assignor to E. O. Henderson and Sons, Oklahoma City, Okla., a copartnership. Application July 3, 1947, Serial No. 758,895. 6 Claims. (Cl. 62-89.5.)



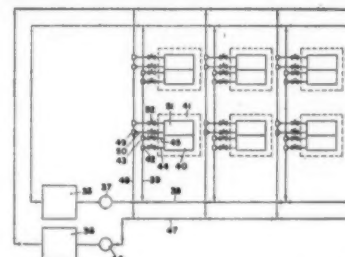
1. In a refrigerating apparatus, a case including: an upper compartment; a mechanical refrigerating unit therein; a fan in the rear portion of said compartment for exhausting air through said unit; a second compartment below and communicating with said upper compartment, said second compartment having an open top portion through which merchandise may be removed; a lower outlet for air in said second compartment; and means for returning air from said outlet to the intake side of said fan.

2,492,725. MIXED REFRIGERANT SYSTEM. Carlyle M. Ashley, Fayetteville, N. Y., assignor to Carrier Corp., Syracuse, N. Y., a corporation of Delaware. Application April 9, 1945, Serial No. 587,385. 6 Claims. (Cl. 62-115.)



1. The method of producing refrigeration comprising progressively evaporating a plurality of miscible refrigerant components having different boiling points by passing in generally counterflow relationship thereto a medium to be cooled, said components having such varying boiling points and being so proportioned that the temperature differentials between the medium to be cooled flowing in heat exchange relationship with the refrigerants and the refrigerants is substantially constant throughout the entire path of heat interchange, compressing the gases formed by the volatilization of the components of the multiple refrigerant, condensing the compressed gases, and then re-evaporating the liquefied multiple refrigerant to repeat the refrigerating cycle.

2,492,757. AIR CONDITIONING SYSTEM. George William Meek, Syracuse, N. Y., assignor to Carrier Corp., Syracuse, N. Y., a corporation of Delaware. Application July 26, 1945, Serial No. 607,132. 3 Claims. (Cl. 257-3.)

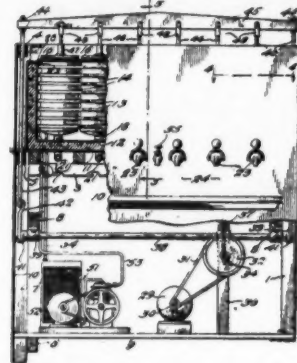


1. In a system of the character described for conditioning a plurality of areas, a conditioner remote from said areas, means for supplying air to be conditioned to said conditioner, a plurality of induction units in said areas, at least one of said units serving each area to be conditioned, means for delivering a quantity of conditioned air for ventilation from said conditioner to said units, means in each of said units for discharging the conditioned air within said units at relatively high velocity, means for supplying within the units other air from within the conditioned areas induced by the high velocity discharge of conditioned air within the units, means for discharging said conditioned air and said induced air from each unit into the area served thereby, a plurality of heat exchange members disposed in each unit

adapted to adjust the sensible heat of induced air, means for supplying heated conditioning medium only to one of said heat exchange members in said unit, means for supplying cooled conditioning medium only to a second heat exchange member in said unit, and means for determining whether heated or cooled conditioning medium is supplied to each unit in accordance with temperature conditions existing within the area in which the unit is placed.

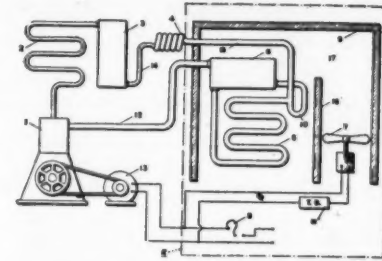
Week of January 3

2,492,950. MULTIPLE UNIT COOLING, AGITATING, AND DISPENSING APPARATUS FOR BEVERAGES. Francisco T. Amador, Santurce, P. R. Application June 7, 1946, Serial No. 675,250. 1 Claim. (Cl. 62-141.)



Apparatus of the class described comprising a frame, an upper tank in said frame for a cooling fluid, beverage containers in said tank removably mounted therein and spaced from the walls thereof, means to discharge beverages from said containers through the bottom of the tank, cooling coils in the tank, means in the bottom of the frame for circulating a refrigerant through said coils, a removable cover plate for said tank, and gaskets in said plate forming a seal around said containers maintaining the same upright and removable with said plate.

2,492,970. DEFROSTING SYSTEM. Herman H. Curry, Morristown, N. J. Application Oct. 6, 1943, Serial No. 505,141. 6 Claims. (Cl. 62-4.) (Granted under the act of March 3, 1953, as amended April 30, 1928; 370 O. G. 757.)



ing each end of said coil to said chamber said unit receiving hot refrigerant during cessation of operation of said compressor said unit constituting a reservoir or supplying the system with refrigerant upon resumption of operation of said compressor, and a conduit conducting vapor from said chamber to said compressor.

(To Be Continued)

WANTED! Distributor's or Manufacturer's Agents

Manufacturer of Outstanding
line of Air Conditioner "Pack-
age Units" has desirable terri-
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Write for Full Particulars
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ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

CAREFULLY SELECTED group of trained men, graduates of reliable and well established trade school now available to fill positions in the radio or refrigeration field. Willing to travel anywhere. Why not fill that vacancy with an efficient and reliable man? Write EASTERN TECHNICAL SCHOOL, 888 Purchase Street, New Bedford, Mass.

REFRIGERATION-AIR conditioning engineer, M. E., 17 years experience all phases research, development, design, estimating and installation and sales and service. Desires connection with manufacturer or distributor as sales, design or service engineer, preferably in South or Southwest. BOX 3502, Air Conditioning & Refrigeration News.

YOUNG MAN, 39 years old, married, has had 8 years of commercial and domestic refrigeration. Two years as school instructor and two years training men for large company. Will go anywhere but would prefer Southeast section of country. BOX 3503, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

ENGINEER FOR freezer and refrigerator product design engineering dept. Principally cabinet engineering. Know materials, engineering, design and drafting practices. Check drawings, prepare material lists and release for production. Experience in design and testing required. Reply to General Mgr., AMANA REFRIGERATION, INC., Amama, Iowa.

WANTED: SALESMAN to become manager of our commercial refrigeration department selling Friedrich equipment and store fixtures. KUHR BROTHERS, Savannah, Georgia.

TO A man looking for a future. A well established manufacturer has an opening for a district sales supervisor who can secure and train dealers to sell complete line of refrigerated food market equipment, open and closed. Five figure income for a producer. Write THE C. SCHMIDT CO., Cincinnati 14, Ohio.

CHIEF ENGINEER, experienced in design, laboratory testing and research on self-contained air conditioning units 1/2 HP and up. Must have administrative ability, knowledge of processing requirements and be capable of developing new refrigeration accessory items. Salary consistent with qualifications. Send resume to TECHNIFLEX CORPORATION, Jersey Avenue, Port Jervis, New York.

PROJECT ENGINEER. Control valve manufacturer in Middle West has opening for design-development engineer. Experience in refrigeration engineering or in development of electrical-mechanical control devices required. An opportunity for qualified man. Please give age, education, experience in first letter. Address BOX 3494, Air Conditioning & Refrigeration News.

HELP WANTED: Man capable of taking full charge of refrigeration department for wholesale distributor selling to air conditioning and refrigeration trade. Applicant must have full experience in all branches including managing, selling and purchasing. State background, age, experience and salary desired. All answers will be held in strict confidence. Address BOX 3504, Air Conditioning & Refrigeration News.

EQUIPMENT WANTED

WANTED-SURPLUS refrigeration units 1/2, 1/4, 1/8 H.P. New! Any quantity. Air or water cooled. Send specifications and price to: MAC SCHOENBACHER, 4614 S. Wentworth Ave., Chicago, Illinois. Atlantic 5-7900.

EQUIPMENT FOR SALE

WHOLESALE SEALED unit rebuilding. We will rebuild and convert your unit to "Freon-12." One year guarantee. Write for price list and shipping instructions. ADVANCE REFRIGERATION COMPANY, 829 East McNichols Road, Detroit 3, Mich.

AIR CONDITIONING compressor, 60 ton evaporative cooled type, used short time but in good condition. \$1300.00 FOB Cincinnati. BIMEI CO., Cincinnati, Ohio.

REFRIGERATOR DOORS. 36" by 66" double batten auto close doors complete with removable track heads for 72" track. 1 1/2" corkboard insulation. Brand new. \$95 each. Freight prepaid in U.S. BIMEI CO., Cincinnati, Ohio.

40 NEW 1/4 H.P. Universal refrigeration systems complete with Peerless pancake coil, 5 ft. of tubing, controls, fully charged ready to plug in. \$50.00 ea. while they last. Also 50 upright double door cabinets built to be used as vending machines, size 20" deep, 30" wide, 70" high. DAIRY EQUIPMENT COMPANY, 1444 East Washington Avenue, Madison, Wisconsin.

"EXCELSIOR BEER pumps"—Available in 3 sizes: junior, standard and heavy duty. Attractive prices for dealers. EXCELSIOR MACHINE CO., 2601 Kutztown Road, Reading, Penna.

FOR SALE—Have overstock on following items. Will close out at 25% discount below your current cost. Lennox prefabricated fittings. Boots and transitions. Controls of all types—heating, stoker and refrigeration. Welding rods, nuts, bolts and shields. Tinned rivets. Miscellaneous sheet metal tools. Write for quotations. KUHR BROTHERS, Savannah, Georgia.

FOR SALE—Servel compressors—1/4 HP hermetically sealed, Type #F2 Q-1, complete with capacitor, 110 Volt, 60 Cycle single phase. TECHNIFLEX CORP., Port Jervis, N. Y.

MISCELLANEOUS

NORGE SEALED units remanufactured and exchanged. Immediate delivery from stock, 1 year guarantee. Write for prices and shipping instructions. Complete Norge engineering service. 22 years experience. MODERN REFRIGERATION CO., INC., 12541 E. McNichols Road, Detroit 5, Michigan.

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Receive the greatest trade paper in the Industry—AIR CONDITIONING & REFRIGERATION NEWS. Published every week. Brings you latest news and vital information on household refrigeration, commercial refrigeration, air conditioning, home freezers; manufacturing, distributing, retailing, servicing, and contracting. Only \$5 per year, 52 issues.

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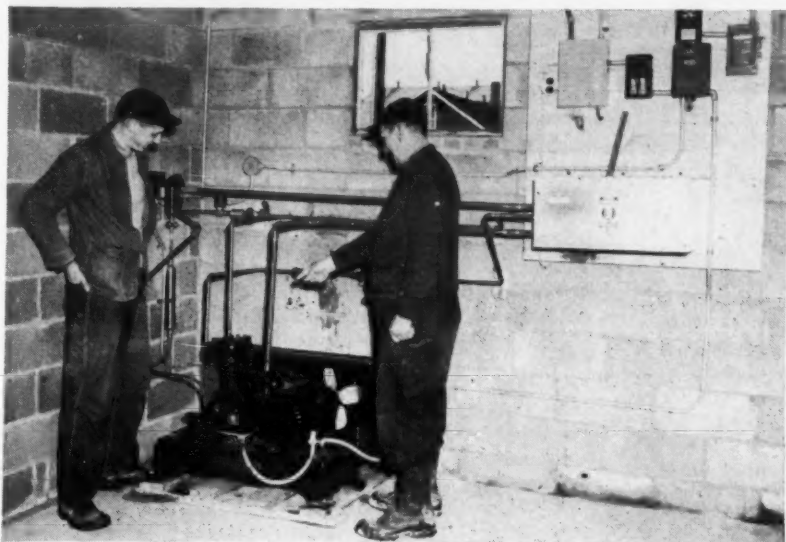
Street.....

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5-29-50

Frigidaire Unit Supplies Refrigeration for Freezing Turkeys

Harry Bitz (right), who runs a large turkey farm in New York state, shows his son, Robert, a Cornell agricultural student, the 3-hp. Frigidaire unit that supplies



refrigeration for the farm's freezer room. Mounted on the wall behind Harry is a Kramer Thermobank.

Chase Supply Heating Post Goes to Vanston

CHICAGO—Appointment of Ralph B. Vanston to handle heating sales out of its North side store at 3900 N. Western Ave. has been announced by Chase Supply Co. located here.

Vanston's long and varied experience has brought him into contact with nearly every phase of the heating and air conditioning field in this area. In 1925, he was an installer and serviceman operating out of Williams Oil-O-Matic's Elgin, Ill., office.

From 1928 to 1934, he operated Great Northern Refrigeration Service at Halsted and Addison, Chicago. With the Chicago Div. of Minneapolis-Honeywell, he served as crew foreman of steamfitters on installation of heating and ventilating winter control systems.

He contributed to development of the Rayfield oil burner. In 1944-45, he was head instructor of the heating department of Industrial Training Institute, according to the announcement.

Non-Skid Coating Made for Walk-In Freezers, Coolers

NEWARK, N. J.—Maas & Waldstein Co., manufacturer of lacquers and synthetic enamels, has recently developed a new and special type of coating that is being used as a non-skid floor coating for walk-in freezer units, walk-in refrigerators, and other applications.

This new floor coating is known as Durvin Gray A. D. Non-Skid Coating SV-363.

Once applied to metal, wood, or tile floors Durvin non-skid coating SV-363 provides a safe, skid-resistant covering.

This coating material is not affected by fruit juices, butter, milk, animal or human blood and may be cleaned either by brushing or washing.

Turkey Farmer Freezes Birds When They Mature To Reduce Feeding Costs

PLAINVILLE, N. Y.—Raising 5,000 turkeys a year, largely for the commercial trade, Harry Bitz recently had a 10 by 10-ft. freezer room installed at his Plainville Turkey Farm here.

The objective, he says, is to freeze the birds after they're fully grown, so he won't have to go on feeding them after they've reached their maximum growth.

"On Jan. 1 of this year I had about 1,000 turkeys alive. Had I had the freezer then, I would have killed and frozen them to sell later in the year. As it was I had to go on feeding them, even though they didn't gain enough to make it profitable."

The refrigeration installation, which was put in by Mechanical Service Corp. of nearby Syracuse, consists of a 3-hp. "Freon-12" Frigidaire condensing unit with a Kramer Trenton blower and Thermobank.

Of insulated block construction, the freezer room is at one end of a new building on the farm which serves as a three-car garage. The freezer is entirely within the garage building. The condensing unit and Thermobank were installed beside the freezer against the back wall of the first stall in the garage, the Thermobank itself being mounted on a large panel board.

According to Bitz, who also operates a 320-acre general farm in addition to raising turkeys, the freezer will be able to freeze about 50 turkeys a day in addition to providing storage space.

Cry-o-vac and stockinettes will be wrapped around the birds for freezing after they've been killed and cleaned, he said.

Bitz indicated that he would have to spend some time experimenting with freezing methods and wrapping methods for this commercial project, but freezing foods is not exactly new to him.

"We've been using a small freezer—30 cu. ft.—for some time on the farm here," he explains.

More or less as an experiment he killed off the remaining turkeys of last year's crop to freeze them, placing the birds in heavy paper sacks.

"We attached a vacuum cleaner to the bags and pulled all the air out of them very nicely," he adds.

New St. Louis Site To Aid Hussmann Expansion

ST. LOUIS—The Hussmann Refrigerator Co., manufacturer of commercial refrigerators here, has taken title to more than 17½ acres of ground on the west side of North Broadway and running west on Taylor to Florissant Ave.

The property was purchased to permit the company to continue to carry on its expansion program. At its present site on Leffingwell and North Market St. more than 150,000 sq. ft. have been added to the manufacturing facilities in four years.

Construction is already under way at the new site of one of the largest warehouses constructed in this area in recent years. It will be a one story building 350 x 360 ft. (126,000 sq. ft. of floor space). The cost of the building is estimated to be in excess of \$600,000. The site provides additional acreage to take care of any future expansion.

Paterson Named McCray District Sales Mgr. in 8 Western States

KENDALLVILLE, Ind.—A. W. Paterson, formerly with Consolidated Services, Inc., McCray distributor in Seattle, has been appointed McCray district sales manager in eight western states, R. E. Abbott, vice president in charge of sales for McCray Refrigerator Co. here, has announced.

Paterson, whose appointment took effect April 1, will cover Montana, Idaho, Washington, Oregon, California, Nevada, Utah, and Arizona.

Dried-Out Frozen Fish

St. Louis Fish Co. Licks This Problem of Low-Temp Storage with Thermobank Defrost System

ST. LOUIS—Experiments carried out with various forms of refrigerated storage in handling fish and seafood at City Fish & Frosted Food Co. here have been watched with much interest by the frozen seafood industry.

The 14-year-old City Fish & Frosted Food Co., headed by President Frank Burkharth, has pioneered many innovations in handling huge quantities of frozen fish and seafoods, being one of the first major inland fish companies to do away with handling of fresh fish and switching over instead to frozen varieties.

"We found out more than a decade ago that there were many unsuspected advantages in handling seafoods exclusively on a frozen basis," Burkharth said, "including the fact that properly frozen fish retains a better flavor than the fresh variety packed in ice, and with a minimum number of handling problems to boot."

Refrigerated storage, however, has always involved one extremely serious problem, according to Burkharth, who has spent more than 10 years in licking it—the problem of drying up of seafood under long storage in sub-zero temperatures.

The ultimate solution, Burkharth determined, is adding humidification to low-temperature refrigeration in combination with automatic defrosting.

The system takes the form of a Kramer Trenton Thermobank unit

with a 7½-hp. York condensing unit supplying refrigeration through coils and blower.

The storage box measures 30 x 16 ft. and with an automatic hot gas defrost, combined with 85% relative humidity, has eliminated drying out of delicate seafood on long-term storage. Under the system, the box is defrosted automatically every three hours, over a period of six to seven minutes, while the air is passed through the Thermobank unit to pick up moisture.

Hot gas by-passes the compressor to heat the coils and lines during the short defrost period, and has resulted in completely clean equipment at all times. The system holds a steady temperature of -10° F.

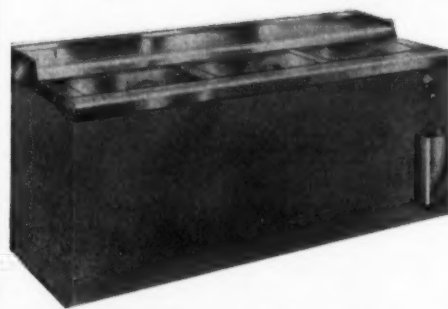
In addition to the three big coolers, the City Fish & Frosted Food firm maintains three 16-cu. ft. low-temperature cabinets at the front of the building near the office, for forward stocks of perishable seafoods and a line of frozen foods distributed by the company.

Spot on Lover's Lane Cooled

DALLAS—Completely air conditioned, Irene's Latest Fashions, ladies' shop, has just opened for business at 4359 Lovers Lane. Harry Polishuk is owner of the new firm. Herbert Marcus, formerly of St. Louis, is manager.



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Westinghouse Seeks Injunctions Against 9 New York Stores In Fair Trade Battle

NEW YORK CITY—Highlight of last week's developments in the fair-trade price battle between housewares manufacturers and retailers was the filing by Westinghouse Electric Corp. of suits against nine local appliance outlets.

The company asked the supreme courts of New York and Queens counties to issue injunctions restraining the following Manhattan and Long Island dealers from selling at retail any Westinghouse appliances at prices less than those established under the New York fair trade law: Marks Appliance Co.; Adelman's Gift Shop, Inc.; Tri-Mart Appliances, Inc.; Mason Mart, Inc.; Disco New York, Inc.; Drake Home Appliances, Inc.; and Benco Sales Co., all of Manhattan; and Econo-Mart Purchasing Service, Jamaica; and The Electric Shop, Long Island City.

T. J. Newcomb, sales manager of Westinghouse's Electric Appliance Div., said the suits were brought to enforce contracts "after a recent warning to New York City dealers that fair-trade contracts would be enforced."

He promised that similar suits will be brought "whenever and wherever it may be necessary to take such action to maintain fair-trade agreements in the 45 states having fair trade laws."

Meanwhile, the General Electric-Macy's trial was adjourned to June 5 in Supreme Court in New York at the request of the department store's counsel. G-E is seeking to have the big store permanently enjoined from selling its products at cut prices. Macy's has already been temporarily restrained from so doing.

Later, New York Supreme Court Justice E. L. Hammer granted a motion by Macy's to examine 21 discount houses prior to the trial. In granting the petition, Justice Hammer said, "There can be no question that special circumstances exist that compel examinations." One of Macy's defense arguments has been that G-E knowingly permitted widespread violations of its fair-trade agreements, thus abandoning the contracts.

In the same court, G-E's motion

for a temporary injunction against Douglas Radio Supply Co. was denied "without prejudice on consent" by Justice Julius Miller, who set a trial date.

Also, Justice Miller postponed to June 5 trial of suits by G-E against Robert Marks and Solomon Storch, trading as Marks Appliance Co.; Lou Resnick & Klepper, Inc.; and McDel Sales Corp. G-E's motions for temporary injunctions against the outlets had been denied earlier.

G-E was also involved in another injunction proceeding, this suit being against International Hardware Co., Inc., New York City. The store was charged with selling a travel iron for \$6.25, including tax, when the fair-trade price was \$7.25, plus the local tax.

On the West Coast, Proctor Electric Co. continued to press enforcement of its fair-trade contracts in the Los Angeles area. The company sued Teller Appliance Co., Beverly Hills; Robert and Jack Mistrach, doing business as United Radio & Appliance Stores, Los Angeles; and Charles Remer, trading as Charles Remer Co., for allegedly selling its products below minimum prices.

Plaintiffs in other recent actions were Sunbeam Corp.; National Pressure Cooker Co.; Revere Copper & Brass, Inc.; and Hamilton Mfg. Corp. of Columbus, Ind.

Sunbeam obtained a permanent injunction in Superior Court in Chicago against Central Appliance & Furniture Stores, Inc., on a motion which was uncontested. The firm operates three retail stores in that city.

National Pressure Cooker won a consent judgment in Supreme Court in New York against Irving Ochs, doing business as Greater New York Trading Co. Revere Copper & Brass sought temporary injunctions against two New York dealers, Stewart's Radio & Television Corp. and N. H. Nelson Co.

In Supreme Court in Brooklyn, Hamilton Mfg. Corp. was granted a temporary injunction restraining Dalmo Sales Co. of Brooklyn from selling its step stools and other housewares bearing the "Cosco" trade name at below fair-trade prices.

Home Freezer Sales Cut Predicted If Congress Levies 7% Excise Tax

CINCINNATI—A serious curtailment in the sales of home freezers will result if a new 7% excise tax now being considered in Congress is imposed, John W. Craig, vice president of Avco Mfg. Corp. and general manager of its Crosley Div., has stated in a letter to Ohio congressmen.

Such a tax would increase retail freezer prices \$10 to \$60 "at a time when such taxes on many competing articles were being reduced," Craig wrote. "Obviously," he said, "this severe tax burden would cause a curtailment in the sale, and therefore the production of home and farm freezers."

"The consequences of such curtailment would be felt by thousands of employees of companies in this field and in the frozen food processing field, and by suppliers and others whose future depends in part on the continued expansion of this new and very promising industry," the Crosley executive said.

Although 94% of the nation's homes do not now have freezers, surveys have shown that freezers rank high in consumer purchasing plans, Craig said.

In further expanding to meet the demands of this "huge potential market," he said, "the industry can contribute materially to the nation's economic stability in the years immediately ahead, if it is not 'burdened in its infancy by a price-raising tax.'"

Midwest Groups Map Fixture Leasing Laws -

(Concluded from Page 1, Column 5) present laws might not cover such practices.

"No law was found on the books," Herman says, "but our attorney did find that the state does have machinery for enforcing such a law if we can just get it introduced and passed."

In the meantime the group's lawyer—David McCloud of Todd, deLambert & McCloud, St. Paul—is studying similar laws already on the books in California and South Dakota, and will prepare the necessary bill. This probably won't be ready before next fall.

"Such a law is the only hope of the commercial refrigerator distributor," believes Herman, who revealed that after the Twin Cities association started work on the project and discovered that the Duluth contractors group was likewise actively interested.

The latter group had also hired an attorney, and it is thought likely that after the preliminary work has been done the two groups will pool their efforts. Both are cooperating to a considerable extent at the present time.

In contrast to this joint effort, there was no hint of any such legislative action in the Cincinnati association's letter, which in addition to dairies went to ice cream companies, wholesale grocers, frozen food distributors and bottlers, as well as breweries.

In fact, this group said in its letter that it had "thus far declined to participate" in the program of

the national Refrigeration and Air Conditioning Contractors Association to gather data concerning alleged violations of Fair Trade laws for investigation by the Federal Trade Commission.

The question of legality here apparently revolves around the point of whether the dairy or similar organization furnishes refrigeration equipment on a sale or lease basis with a written or implied stipulation that the customer is to use only a particular manufacturer's products, it was indicated in the Cincinnati letter.

"It was generally felt that such unfair trade practices had not been too prevalent locally," wrote the Cincinnati association to explain why it hadn't been active in this phase of the national program.

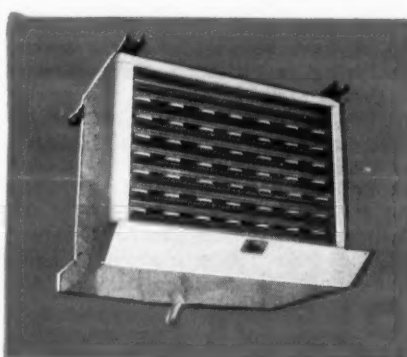
"However, recent reports would indicate that some of our members have lost fixture sales as a result of such practices and it was decided to call this problem to your attention in the hope that we can secure your cooperation," the letter stated.

Harold Blanding, President Of Wholesale Firm, Dies

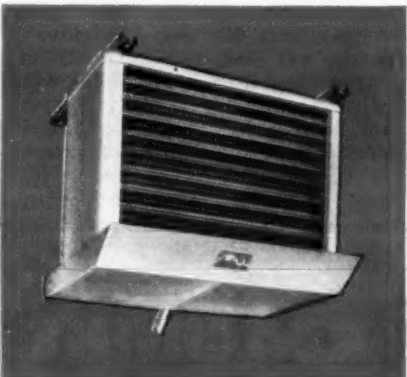
BINGHAMTON, N. Y.—Harold T. Blanding, 60, president of Blanding's Inc., Binghamton, electrical wholesaler, died May 14, after a brief illness.

Blanding became associated with his father, the late Lavelle M. Blanding, in the electrical supply business many years ago.

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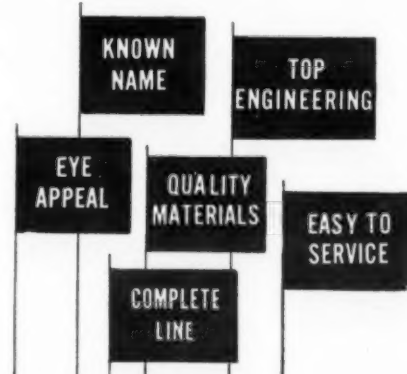
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ASRE Meeting--

(Concluded from Page 1, Column 4) to water conservation.

In addition to these business sessions, ASRE will hold its annual golf tournament, have a president's reception, welcome luncheon, chuck wagon barbecue and square dance, and an informal dinner dance.

Sessions will get underway Monday afternoon, June 5, following the welcome luncheon to be addressed by Tom Collins, with three technical papers: "Low Temperature Air Conditioning," "Testing and Balancing Air Conditioning Systems," and "A New Refrigerant and Its Applications." The barbecue will follow.

On Tuesday morning, June 6, the Domestic Refrigerator Engineering Conference on insulation will be held simultaneously with the Water Conservation Conference. The afternoon will be left open for the golf tournament and trips, with a dinner-dance and a cocktail party following.

The insulation conference will be continued on Wednesday morning, June 7, running concurrently with the second technical session. The latter will be devoted to food preservation, featuring talks on "Pre-packaged Frozen Meats," "Pre-Cooling and Rail Transportation of Fruits and Vegetables," and "Refrigerated Truck Transport."

Among the formal society business to be taken up during the Kansas City sessions are a vote on proposed revision of the ASA-B9 Safety Code and proposal to establish color code identification for refrigerant cylinders.

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California Code--

(Concluded from Page 1, Column 4) contractors, sprinkler contractors, sheet metal contractors, the National Wholesale Electrical Dealers Association, the California Builders Exchange, and the Oakland Builders Exchange.

"The general line of opposition," Jones reported, "was that the proposed change would create much confusion and conflict within the industry, would be discriminatory, and would be in direct conflict with the statute and various mechanical trades classifications already established by the State License Board."

"No testimony was introduced showing that any health problem was involved and the adoption of the amendment would force all classifications in the mechanical trades to seek similar amendments to their own definitions."

Bryce Elected To Head Western New York ASHVE

BUFFALO—John H. Bryce, vice president of Joseph Davis, Inc., heating contractors, was elected president of the Western New York chapter of the American Society of Heating & Ventilating Engineers at its annual dinner in the University Club.

Other new officers are Thomas F. Killeen, first vice president; John M. Quackenbush, second vice president; and Charles W. Stone, secretary. Bertram C. Candee was reelected treasurer. Capt. C. E. Stacey of Syracuse, engineering consultant for the Carrier Corp., was guest speaker.

Whiting Distribution--

(Concluded from Page 1, Column 5) pliance Centers," the company said. "These will be entirely home-owned and home-operated retail outlets with direct buying connections with the factories. An aggressive sales organization of district merchandisers is planned with these men giving all possible promotional and sales efforts to the distributor-merchants."